

WELCOME TO THE CTD COMMISSION SPECIAL MEETING

March 23, 2022





CITY TOURISM COMMISSION

Commissioners: Jon F. Vein, President; Otto Padron, Vice President;
Bricia Lopez; David Stone; Germonique Ulmer



Members of the public who wish to speak during the meeting must submit a "Request to Speak" form to the Board Secretary prior to the commencement of the public comments for each agenda item of interest. Comments by the public on matters not identified on the agenda, but within the subject matter jurisdiction of the Commission, will be heard only during the item designated as "Public Comment." Public speaking will be limited to one minute per speaker.

Special Meeting
Wednesday, March 23, 2022
9:00 a.m.

Dial in number:
1-669-254-5252
Meeting ID: 160 661 2026

1. CALL TO ORDER / ROLL CALL

2. COMMENTS FROM THE PUBLIC

- General and Agenda Item Public Comments
To make a public comment, dial the number again, enter the meeting ID#, then press *9.
Limit is one minute per speaker, per item.
- Neighborhood Council representatives on any Neighborhood Council Resolution or Community Impact Statement filed with the City Clerk which relate to any agenda item listed or being considered on this agenda for the City Tourism Commission.

3. APPROVE MINUTES

- Approval of the regular meeting minutes from February 16, 2022
- Approval of the special meeting minutes from March 16, 2022

4. REPORTS

- Executive Director Report
- ASM Update
- LATCB Update

5. PRESENTATIONS

- Update on Proposed Visitor Kiosks - IKE Smart City

Materials related to an item on this agenda submitted to the City Tourism Commission after distribution of the agenda packet are available for public inspection in the Executive Office of the Los Angeles Convention Center, 1201 S. Figueroa Street, Los Angeles, CA 90015, during normal business hours.

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services and activities.



CITY TOURISM COMMISSION

Commissioners: Jon F. Vein, President; Otto Padron, Vice President;
Bricia Lopez; David Stone; Germonique Ulmer



6. ACTION ITEMS

- Los Angeles Tourism & Convention Board FY 2022-23 Budget - Board Report #22-001
- Findings to Continue Teleconference Meetings Pursuant to AB 361
Determination in accordance with AB 361 Section 3(e)(3) that, while the state of emergency due to the Covid-19 pandemic, as originally proclaimed by the Governor on March 4, 2020, remains active and/or state or local officials have imposed or recommended measures to promote social distancing, this legislative body has reconsidered the circumstances of the state of emergency and that the state of emergency continues to directly impact the ability of the members to meet safely in person and/or state or local officials continue to impose or recommend measures to promote social distancing.

7. ADJOURNMENT

NOTICE TO PAID REPRESENTATIVES

If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code 48.01 et seq. More information is available at ethics.lacity.org/lobbying. For assistance, please contact the Ethics Commission at (213) 987-1960 or ethics.commission@lacity.org.

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Item 3a

Approval of the

February 16, 2022 Minutes



CITY TOURISM COMMISSION

Regular Meeting Minutes
February 16, 2022

The Board of City Tourism Commissioners (Board) convened a special meeting on Wednesday, February 16, 2022 at 9:00 a.m. via Zoom.

PRESENT:

Vice President Otto Padron, Presiding
Commissioner Bricia Lopez
Commissioner David Stone
Commissioner Germonique Ulmer

ABSENT:

President Jon F. Vein

PRESENTERS:

Ellen Schwartz, ASM
Ben Zarhoud, ASM
Kimberly Miera, Deputy City Attorney
Doane Liu, CTD
Darren Green, LATCB

Item 1. Call to Order / Roll Call

Vice President Padron, presiding, called the meeting to order at 9:03 a.m.

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the special meeting minutes from January 12, 2022

UNANIMOUSLY APPROVED

Item 3b. Approval of the regular meeting minutes from February 2, 2022

UNANIMOUSLY APPROVED

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: several meetings regarding the Super Bowl Experience readiness, the Summit of the Americas, and the MLB All Star Fan Fest; attending the LATCB International update, Emergency Management tabletop, and the Super Bowl welcome press conference. Mr. Liu also noted that the Planning Hearing Officer approved details on the

LACC and JW Marriott expansions, and the Planning Department review of the LACC specific plan and signage district.

Item 4b. ASM Monthly Update

Ms. Schwartz reported six events, including one citywide event which was smaller than usual due to COVID restrictions, and 3 filmings. Ms. Schwartz reported that the consumer events are out performing the citywide events. Mr. Zarhoud presented the financial data for December, reporting an operating surplus of \$0.2M and \$2.9M in gross revenue, driven by parking for campus events. Mr. Zarhoud also reported \$1.5M in operating expenses, noting that staff is still doing more with less, and that the December Exhibit Hall occupancy was 31%, noting that the year-over-year activity is still limited.

Item 4c. LATCB Monthly Update

Mr. Darren Green reported that LATCB has processed 70 leads YTD and booked 83,088 room nights, with year-end goals of 176 leads and 225,000 projected room nights, noting that while leads are great compared to last year, the room nights are less than last and that expansion delays are still causing concern for clients. Mr. Green presented that preliminary data from the Super Bowl reporting an Economic Impact of \$234M-\$477M, Local Tax Impact of \$12M-\$22M, with Total Room Nights of 150,000-225,000 and the hotels did well, considering one of the teams was local. Mr. Green also gave a review of the Customer Advisory Board meeting, which is the strongest compared to other CVB's, noting that new hotel inventory, development updates, as well as other critical topics were discussed, with staffing being the number issue as well as the expense and profitability concerns of returning to in person meetings.

Item 5a: Findings to Continue Teleconference Meetings Pursuant to AB 361

Ms. Kimberly Miera informed the Board that the Brown Act included teleconference provisions and that Governor Newsom eased the requirements during the pandemic. Ms. Miera stated that AB 361 allows legislative bodies to consider circumstances that impact the ability of members to meet safely in person and that the item must be considered every 30 days.

THE BOARD UNANIMOUSLY APPROVED CONTINUING THE ABILITY TO HAVE VIRTUAL COMMISSION MEETINGS.

ADJOURNMENT

The meeting was adjourned at 9:43 a.m. without objection.

Item 3b

Approval of the

March 16, 2022 Minutes



CITY TOURISM COMMISSION

Special Meeting Minutes
March 16, 2022

The Board of City Tourism Commissioners (Board) convened a special meeting on Wednesday, March 16, 2022 at 2:00 p.m. via Zoom.

PRESENT:

President Jon F. Vein
Commissioner David Stone
Commissioner Germonique Ulmer

ABSENT:

Vice President Otto Padron
Commissioner Bricia Lopez

PRESENTERS:

Kimberly Miera, Deputy City Attorney

Item 1. Call to Order / Roll Call

President Vein, presiding, called the meeting to order at 2:04 p.m.

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Findings to Continue Teleconference Meetings Pursuant to AB 361

Ms. Kimberly Miera informed the Board that the Brown Act included teleconference provisions and that Governor Newsom eased the requirements during the pandemic. Ms. Miera stated that AB 361 allows legislative bodies to consider circumstances that impact the ability of members to meet safely in person and that the item must be considered every 30 days.

THE BOARD UNANIMOUSLY APPROVED CONTINUING THE ABILITY TO HAVE VIRTUAL COMMISSION MEETINGS.

ADJOURNMENT

The meeting was adjourned at 2:07 p.m. without objection.

Item 4a

Executive Director's Report



Item 4b

ASM Update



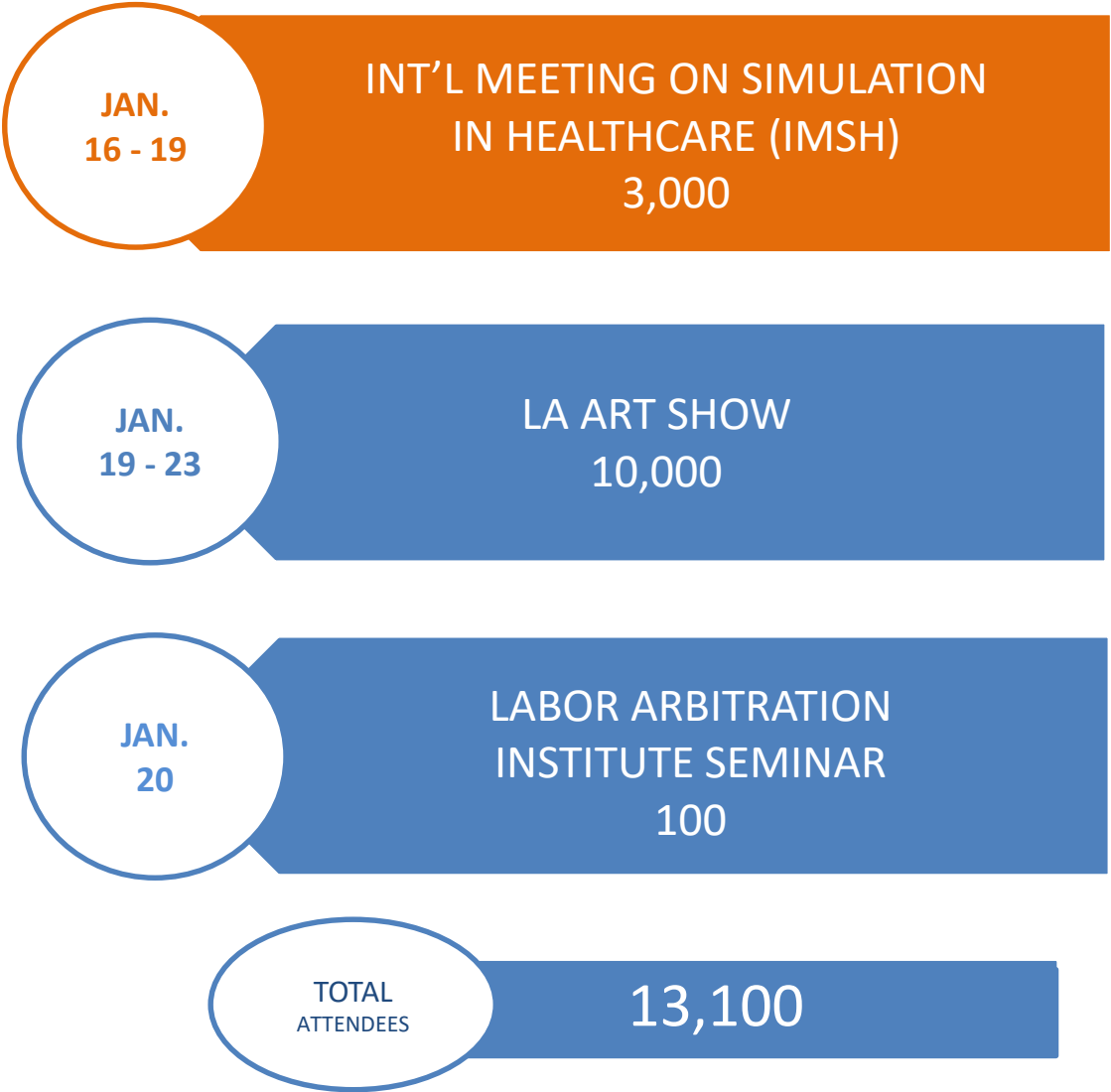
LOS ANGELES CONVENTION CENTER MONTHLY UPDATE FOR

JANUARY 2022

ELLEN SCHWARTZ



LACC JANUARY 2022 EVENTS



*CITYWIDE

JANUARY 2022 EVENTS

JANUARY EVENT RECAP



IMSH, JAN 16-19



LA ART SHOW, JAN 19 - 23



LACC JANUARY 2022 FILMING & PARKING

<u>DATES</u>	<u>NAME</u>	<u>LOCATION</u>	<u>AMOUNT</u>
Jan 4 - 7	The Flight Attendant	South Lobby	\$91,400
Jan 19 - 25	Facebook Live (Foo Fighters)	South Hall G	\$90,853
TOTAL:			\$182,253

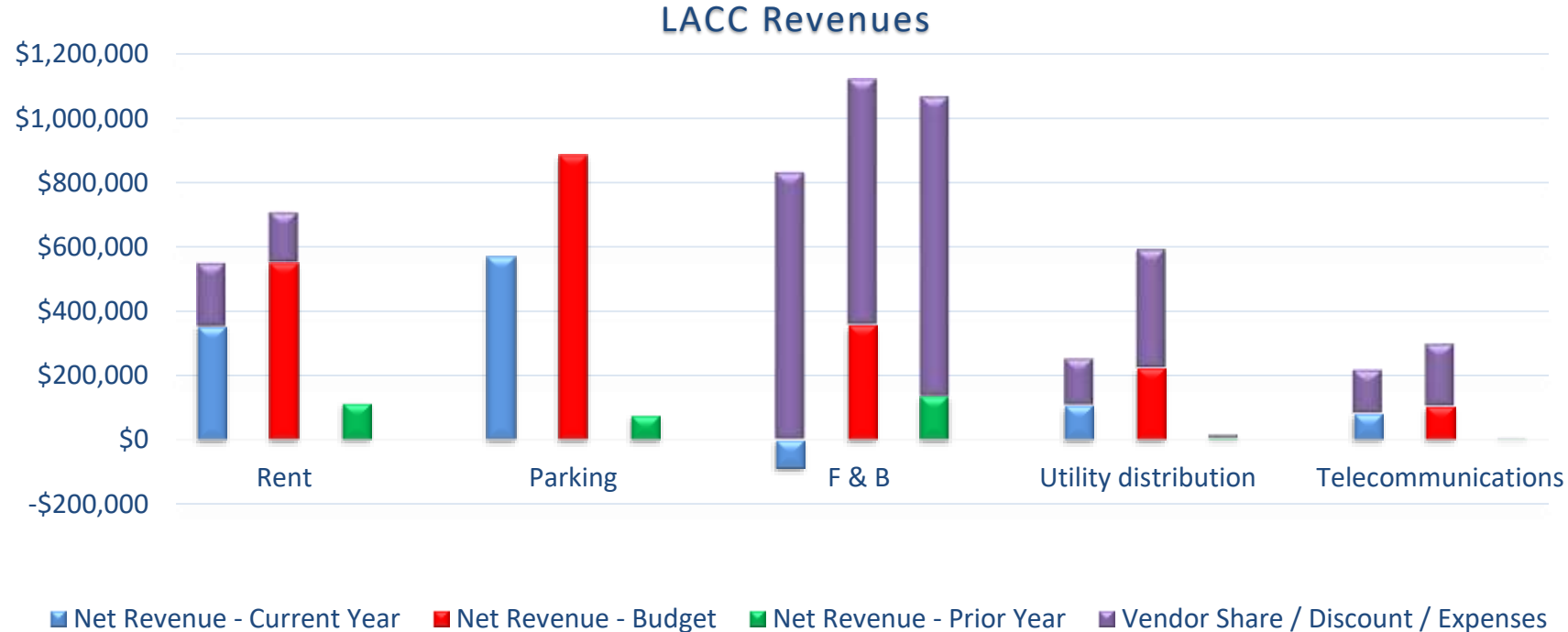
LACC JANUARY 2022 FINANCIALS

OPERATING SURPLUS (LOSS):

- (\$0.7) million (before approved City Reimbursements, A & I and Capital Projects)
- \$1.1 million below budget
- \$0.2 million below prior year

REVENUES:

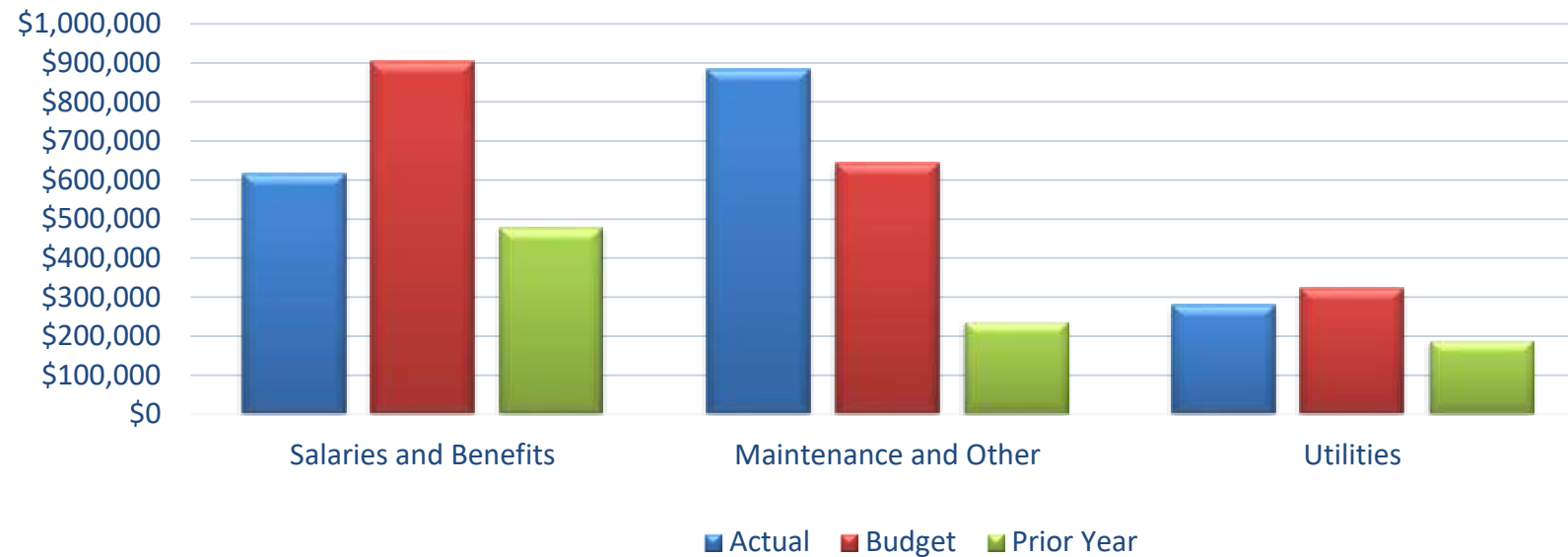
- \$2.5 million gross revenue (before discounts and service provider share)
- \$1.1 million net revenue
- \$1.2 million below budget and \$0.6 million above prior year



LACC JANUARY 2022 FINANCIALS

OPERATING EXPENSES:

- \$1.8 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.1 million below budget and \$0.9 million above prior year



CITY REIMBURSEMENT - \$0.1 million

Capital and Alterations & Improvements

LACC JANUARY 2022 OCCUPANCY

Exhibit Hall Occupancy

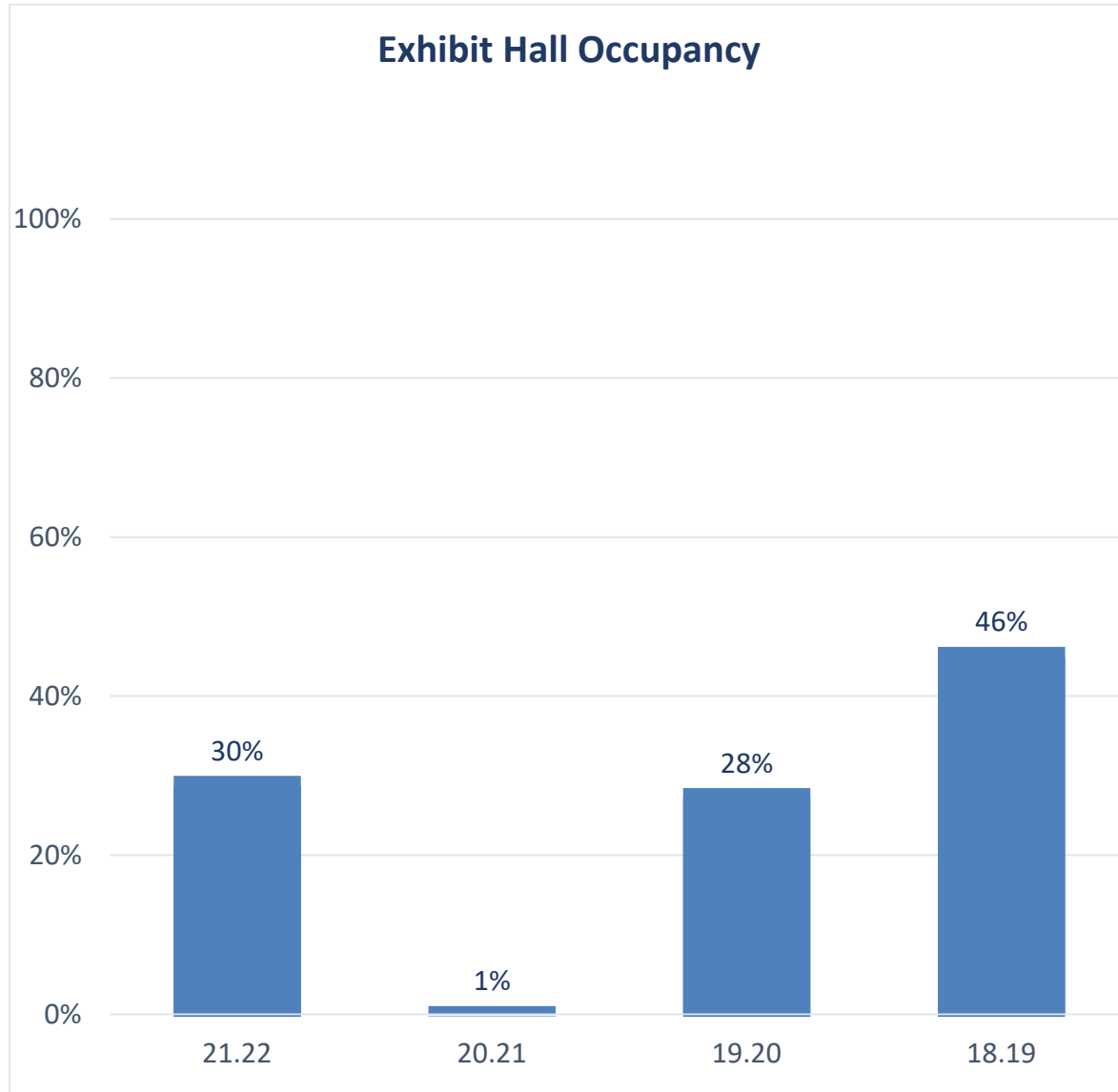
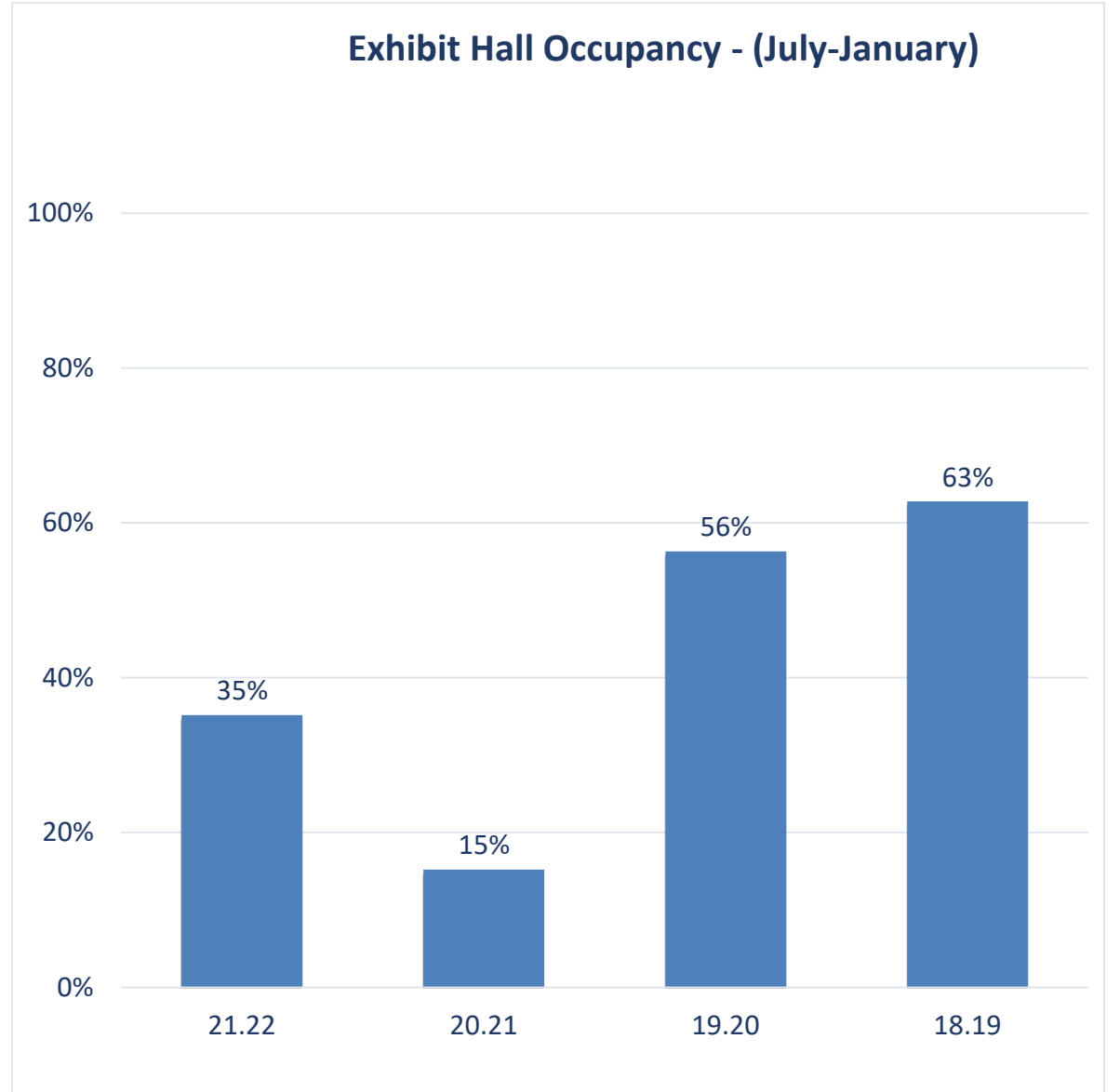


Exhibit Hall Occupancy - (July-January)



Item 4c

LATCB Update

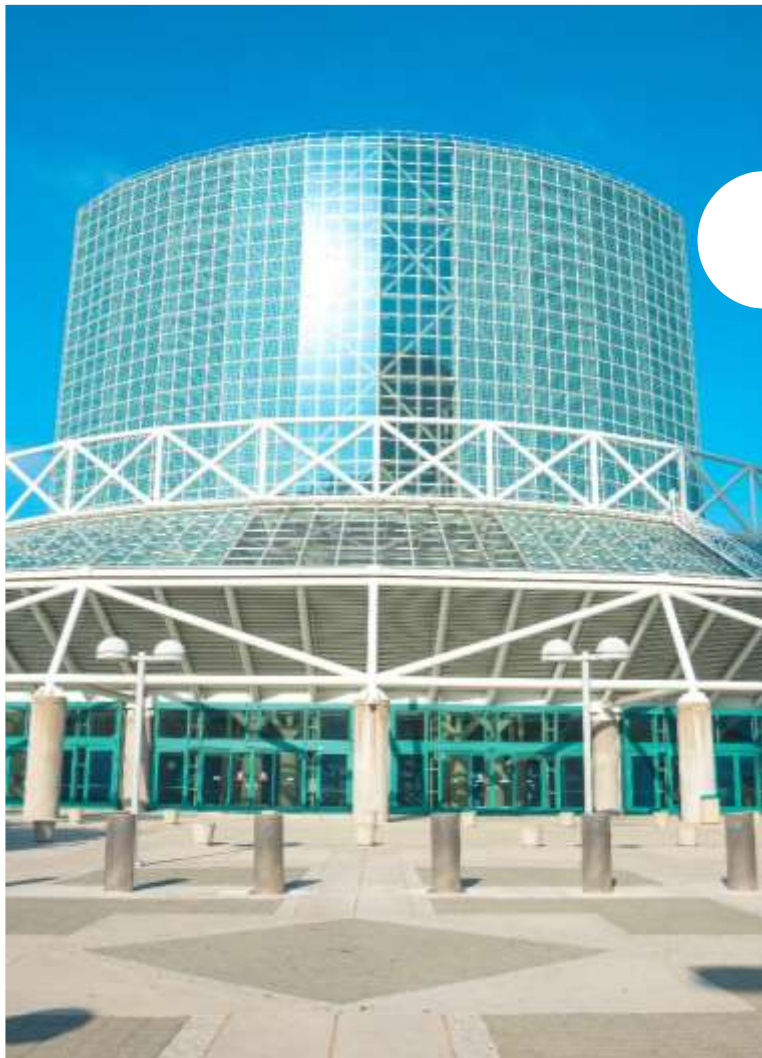


CTD Board of Commissioners

March 16, 2022



Los Angeles Tourism & Convention Board



SALES UPDATES

Darren K Green
Chief Sales Officer



CITYWIDE CONVENTION SALES

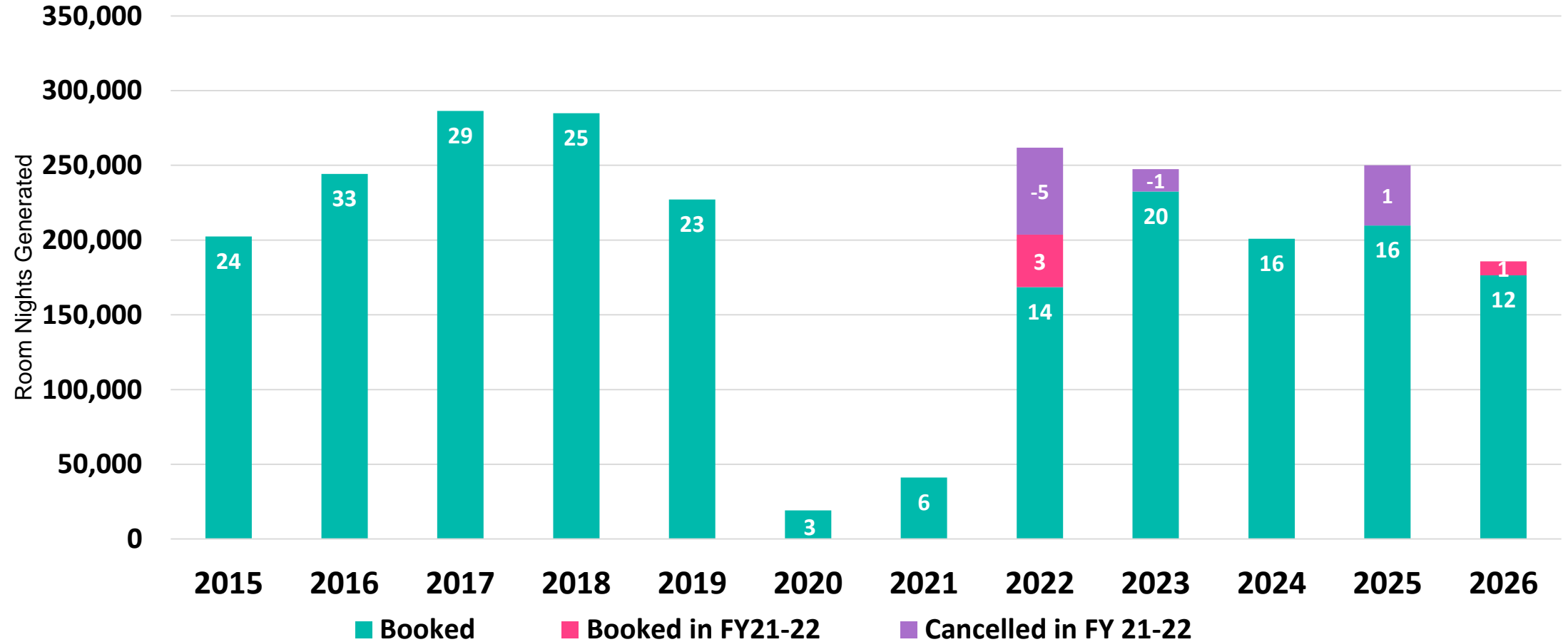
YTD FY21/22 PRODUCTION RESULTS

Lead Production	Leads Actual
FY 21/22 Goal	176
FY 21/22 YTD	78
FY 20/21 STLY	49

Booked Room Nights Produced	RNs Actual
FY 21/22 Goal	225,000
FY 21/22 YTD	164,118
FY 20/21 STLY	224,339

Dated March 10, 2022

CITYWIDE CONVENTION BOOKED ROOM NIGHTS 2015-2026 CALENDAR YEAR ARRIVAL DATE



Dated March 10, 2022

CITYWIDE CONVENTION PIPELINE

YEAR	RNs	Last Update Variance
2022	19,482	14,492
2023	88,666	10,504
2024	182,015	6,256

YEAR	RNs	Last Update Variance
2025	153,548	5,487
2026	94,192	-13,792
2027	141,081	-32,787

Dated March 10, 2022

Super Bowl LVI Client Event



- The Sales team worked closely with the NFL and the Super Bowl Host Committee contracting and actualizing approximately **65,000** total room nights
- Hosted the meeting industry's most **influential leaders**, with executives from HB, Conference Direct, HPN, ANIME, George P. Johnson, Enterprise Events Group, Cvent, and Ingram Micro
- Showcased activations at hotels and venues.
- The Game Day experience exceeded expectations and we've already received **3 concrete leads**



GROUP SALES RECOVERY TRENDS AND FOCUS

- “Group business” = **small corporate vs. large association**
- Corporate meetings up from **59% to 70%** of group business
- Small gatherings crucial to group recovery; meetings of **1,000+ make up 3.2%** of events that occur
- Hotels and venues need **midweek** corporate and association business
- **International** slower to recover, impacting gateway cities and group-oriented hotels
- **Citywide association** meetings needed for full recovery
- Recurring theme = need for more strategic approach to meetings **segments and formats**

SALES FOCUS

- Increase focus on **Business Development**, identifying vertical/geographic opportunities as lead volume increases month over month.
- Manage demand and lead volume by **strategically redeploying and increasing** sales resources to optimize hotel support, efficiency and production.
- **Increase outreach** to hotels and venues to ensure ongoing strategic alignment.
- Continue migration to **primary focus on digital channels** and develop targeted campaigns for **key vertical segments**.
- Continue to **partner with VCA** to promote statewide message that **California is open for business**, leveraging their significant financial investment for tradeshow, sales missions and media.

VISIT CALIFORNIA

PME Initiative & Platform Partnering

visit
California

THANK YOU



Los Angeles Tourism & Convention Board

Item 5a

Update on Proposed Visitor Kiosks – IKE Smart City





ike SMART CITY +



City Tourism Commission

March 23, 2022

This document contains confidential trade secrets

INNOVATING IN SMART CITIES NATIONWIDE

IKE launched in Denver with the goal of building a wayfinding, tourism and city communication system for the digital age and delivering it in a self-sustaining business model requiring no investment from cities or community partners. Today, we're scaling the platform nationwide.



LIVE

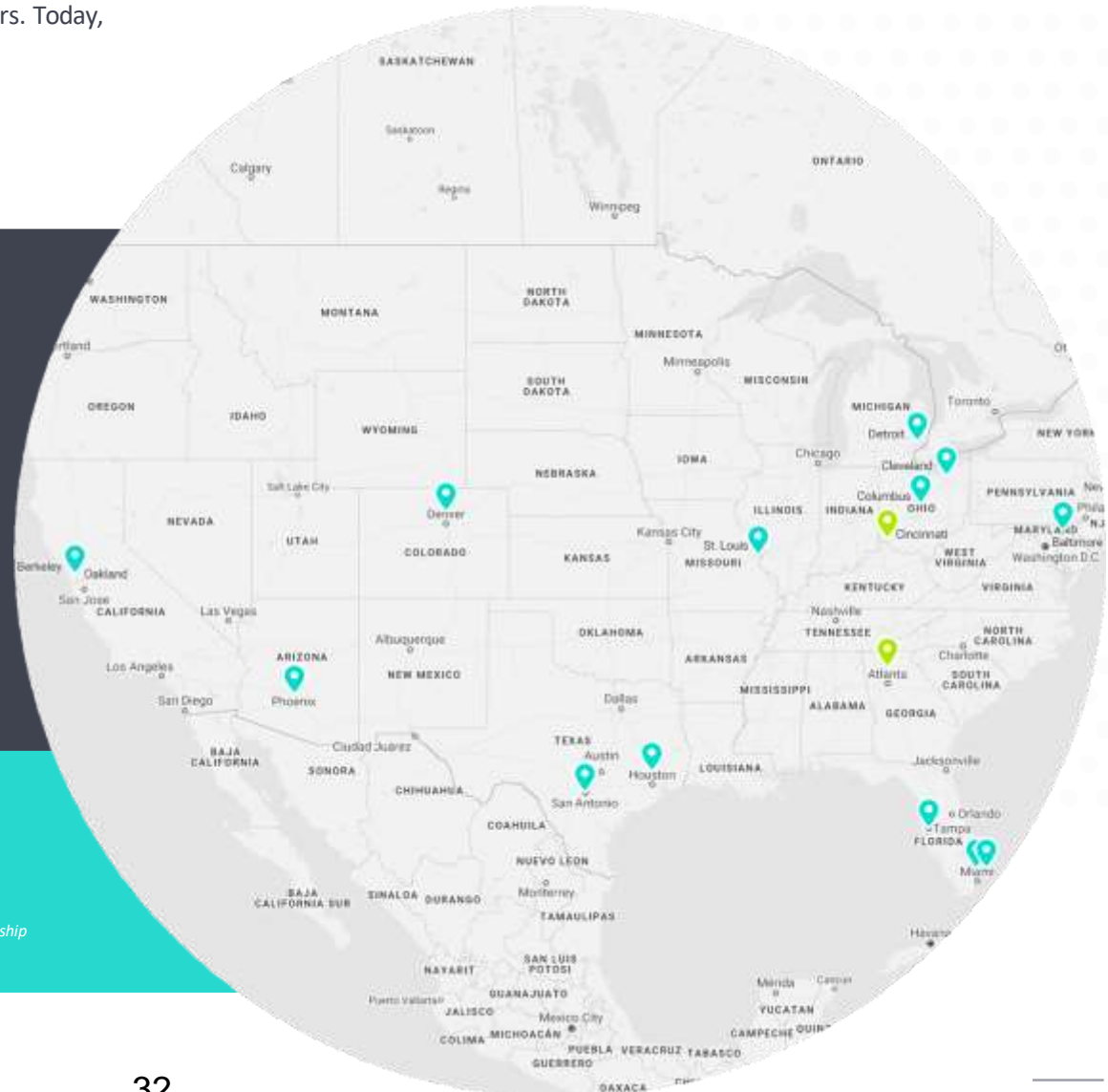
- Baltimore, MD
- Berkeley, CA
- Cleveland, OH
- Columbus, OH
- Coral Gables, FL
- Denver, CO
- Detroit, MI
- Houston, TX
- Miami, FL
- San Antonio, TX
- St. Louis, MO
- Tampa, FL
- Tempe, AZ

UNDER CONSTRUCTION

- Atlanta, GA
- Cincinnati, OH

"There's no better platform on the market than IKE."

– KOURTNY GARRETT,
President & CEO / Downtown Denver Partnership





BERKELEY, CA

BERKELEY

DOWNTOWN

i TOUCH SCREEN

SWEPT AWAY

WORLD PREMIERE
PEET'S THEATRE

BOOK BY JOHN LOGAN
MUSIC AND LYRICS BY
THE AVETT BROTHERS

JAN 9-FEB 13, 2022



ike SMART CITY



CUSTOMIZATION

IKE reserves real estate for clients to brand the kiosk both on and off screen. The most effective kiosks balance a clean and appealing aesthetic with an inviting and engaging user experience.

BRANDING

City’s choice of logo or text branding will be applied to both faces of the kiosk. Custom ad panels can be created to welcome residents and visitors to the area with unique executions by neighborhood.

APPLICATIONS

IKE offers a choice of application design collections. Each offers unique opportunities to customize the look and feel of IKE’s home screen. Opportunities differ by collection but include accent colors, fonts, select application tile icons, dashboard welcome message, and local weather/time.

KINETIC LIGHTING

Cities can choose from a palette of base light colors to complement their brand and city aesthetics. Colors can be changed to celebrate holidays, events, and more (e.g., pink for Breast Cancer Awareness Month, orange for Halloween).

















CONTENT

Each kiosk is programmed with geographic coordinates and a customizable geofence. This allows IKE to automatically populate with content and businesses that are specific to the areas surrounding each kiosk location.



INTERACTIVE SUITE OF APPLICATIONS

The interactive kiosk experience starts with an easy-to-use application dashboard on IKE's homescreen. The engaging suite of applications has been thoughtfully designed to equip each user with all the tools they need to explore, discover, and navigate the City.

 EAT + DRINK	 EVENTS	 PHOTO BOOTH	 GET AROUND	 EXPLORE	 JOB BOARD	 BEACHES + PARKS	 SOCIAL SERVICES
Drives traffic to are businesses with free listings of restaurants, cafes, and other dining establishments	Highlights city happenings and opportunities for residents and visitors to participate in local events	Allows pedestrians to take a selfie against an iconic City backdrop and enables photo sharing on social media	Provides multi-modal wayfinding, and real-time information for public transit including rail, bus, streetcar, bike, and car share services	Allows a user to search the IKE system using keywords and delivers back all relevant results	Provides communities with easy access to area job listings and employment opportunities	Helps people discover the best parks, gardens and outdoor sporting venues around the city	Supports underserved areas with listings of valuable resources such as addiction and recovery centers, food banks, and family services
 ARTS + CULTURE	 ACTIVITIES	 SAFE SHELTER	 CIVIC RESOURCES	 SURVEY SAYS	 STAY	 ARCADE	 SHOP
Shares all the museums, theaters, galleries, and music the City has to offer	Creates a vibrant and energetic city with detailed listings of attractions, points of interest, and things to do	Provides those in need with locations of homeless shelters and services	Makes it easy to get important things done with detailed listings of City, State and Federal buildings and services	Allows the public to share opinions by responding to questions issued by the City to gain citizen input on initiatives and issues	Makes it easy to visit by providing detailed listings of hotels, motels, and other lodging establishments	Entertains and engages pedestrians with a fun and easy-to-use video game	Encourages a thriving city with listings of area shops, and retail centers at no cost to local businesses

DIRECTORY APPLICATIONS DRIVE TOURISM

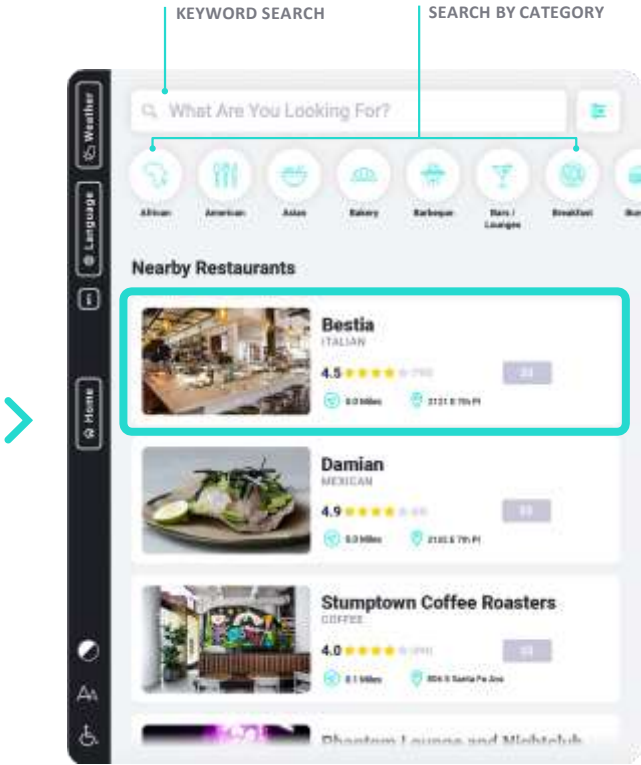
APPLICATION DASHBOARD

While Directory applications share the same framework, each one provides unique content. When a user opens an application, they are presented with a scrollable list of businesses arranged by proximity to the kiosk.



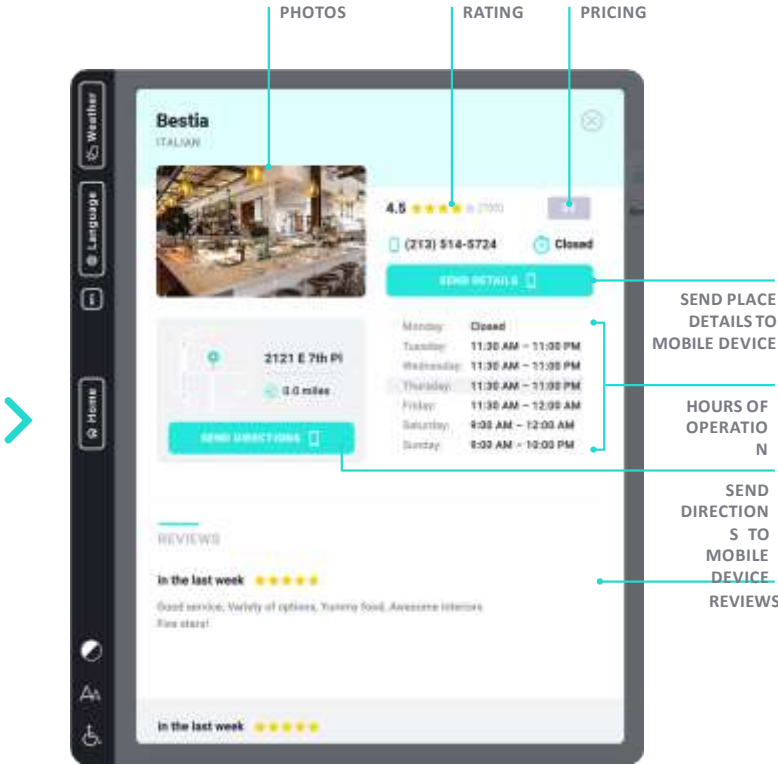
SCROLLABLE DIRECTORY LISTINGS

Each Directory listing previews the business or destination and includes a visual cue to open the listing for more information. When the user taps on a listing, a Directory card appears on screen.



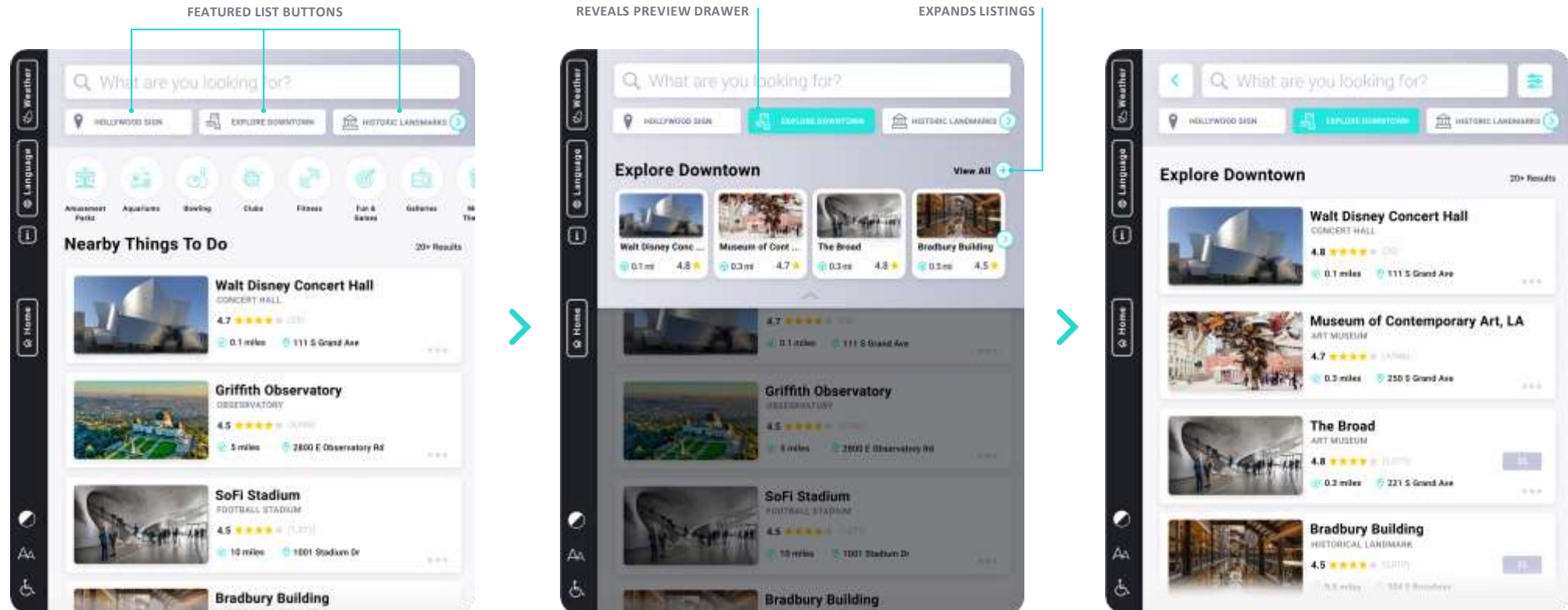
DETAILED DIRECTORY CARDS

A Directory card contains comprehensive information to help a user learn more about their selection. Once the card is closed, the Directory listings reappear so the user can continue to browse the listings.



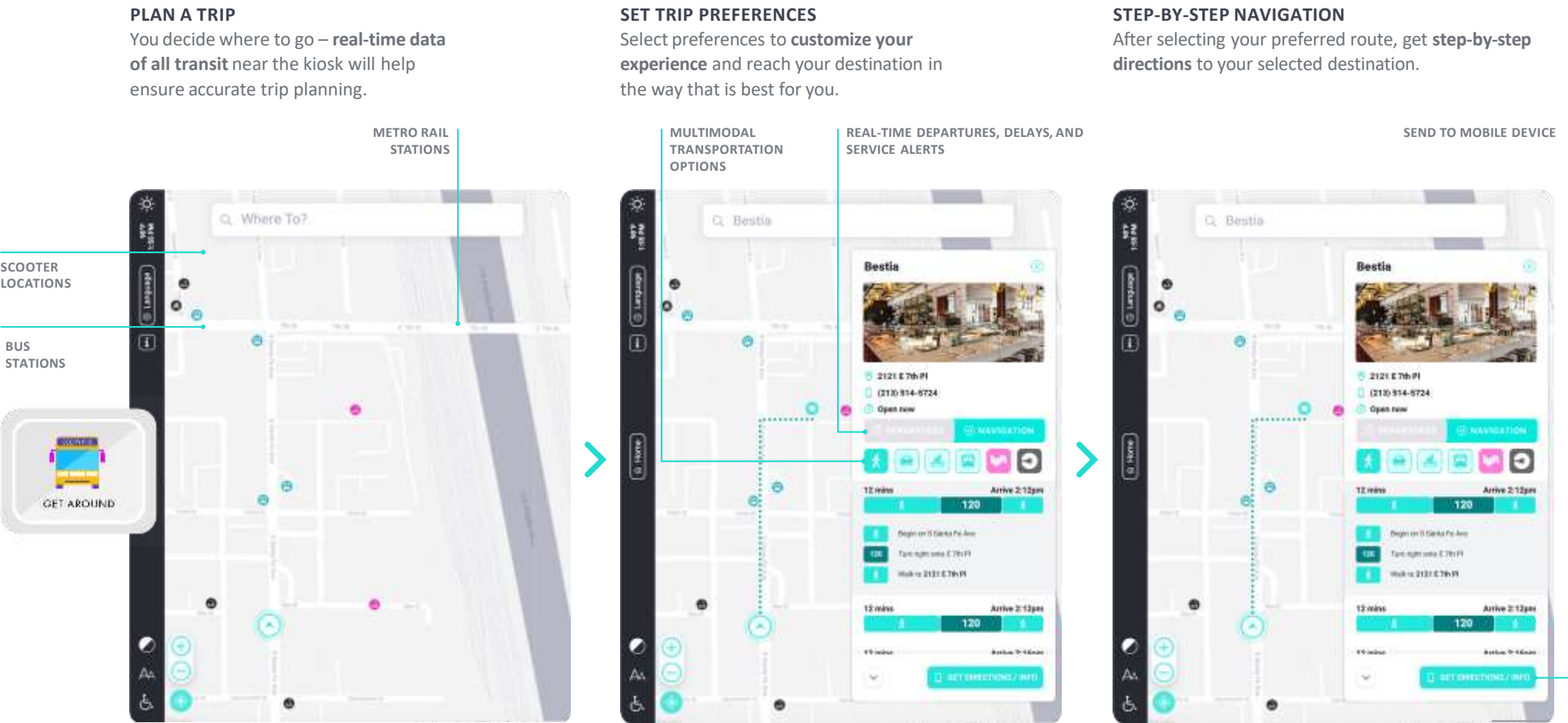
CUSTOMIZABLE FEATURED LISTS TO PROMOTE LOCAL

Featured lists offer cities the opportunity to easily showcase subsets of businesses, destinations and local events.



WAYFINDING AT THE PEDESTRIAN LEVEL

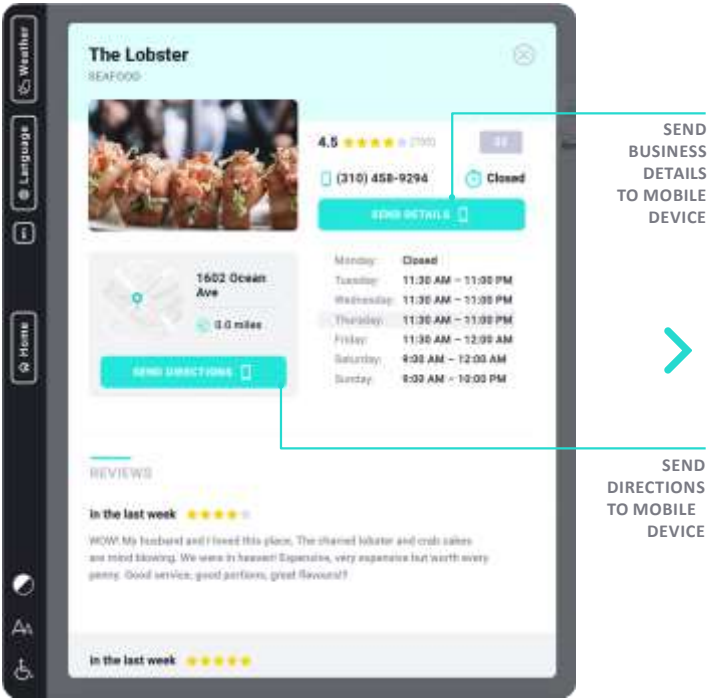
IKE’s Get Around application is a central hub of wayfinding, mapping, and comprehensive multimodal trip planning tools at a user’s fingertips. IKE Smart City has partnered with Transit, a leader in the aggregation of real-time transit information, sharing in the common goal of making it as easy as possible to ride public transit. The functionality in this application is customizable to suit the needs and preferences of the user, made specific to City public transit offerings, like Big Blue Bus and Metro Rail, bike, mobility share, walking, taxi, and ride-hailing services such as Uber and Lyft. IKE can hand off trip information to a mobile device using SMS or QR codes so users can continue to their destination using their mobile mapping application.



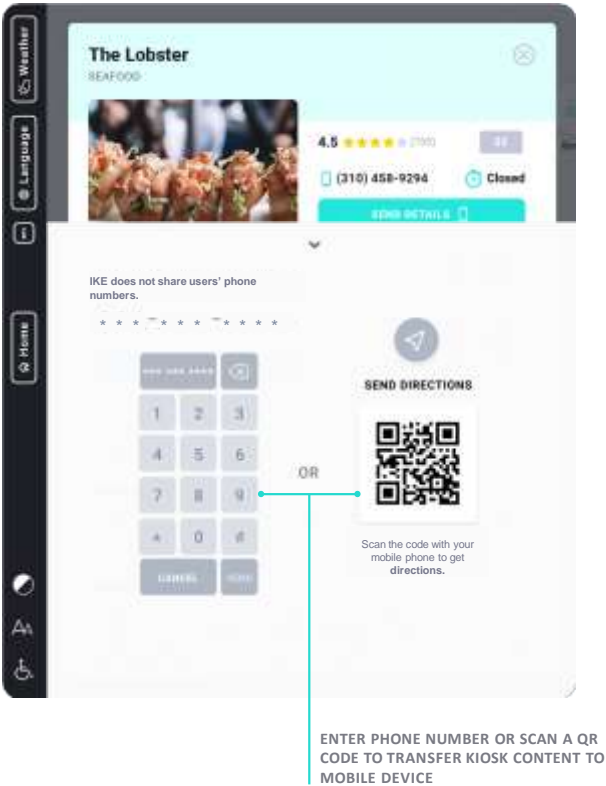
MOBILE HANDOFF

Addresses, directions, and other wayfinding information can be easily transferred from the Get Around application and Directory Cards via mobile handoff. When a phone number is entered, IKE immediately sends a text link that, when received and clicked, launches a user’s mobile browser or mapping application and allows for uninterrupted navigation to a selected destination. IKE does not store phone numbers and will not sell or distribute the anonymized user data.

DIRECTORY CARD WAYFINDING INFORMATION



DIALPAD / QR CODE DRAWER ACTIVATED



MOBILE DEVICE



LINK WILL OPEN DIRECTIONS IN A USER'S PREFERRED MAPPING APPLICATION

LOCAL CUSTOMIZATION EXAMPLES

CITY POSTER APPLICATIONS

The City will be given dedicated and highly visible applications on IKE's home-screen dashboard to display customized information including but not limited to City events and initiatives, marketing messages, and Public Service Announcements.



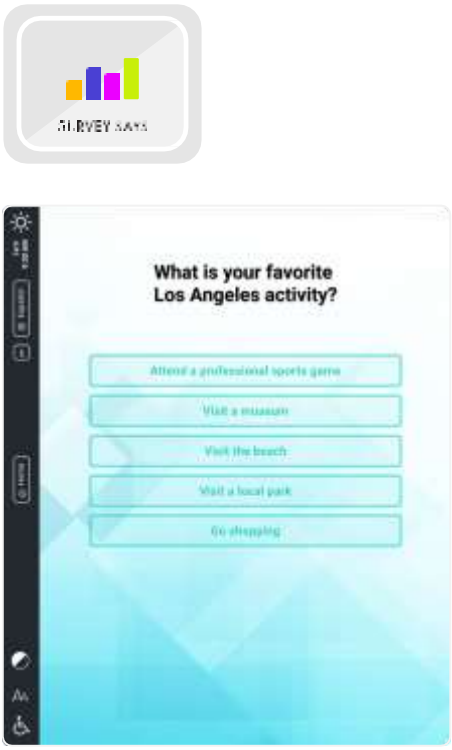
CITY EVENTS

Los Angeles is a vibrant and culturally diverse community with new and unique things to do every day of the week. The Events application can pull from any calendar of the City's choice, helping users discover everything that's happening in the City today, tomorrow, and all year long.



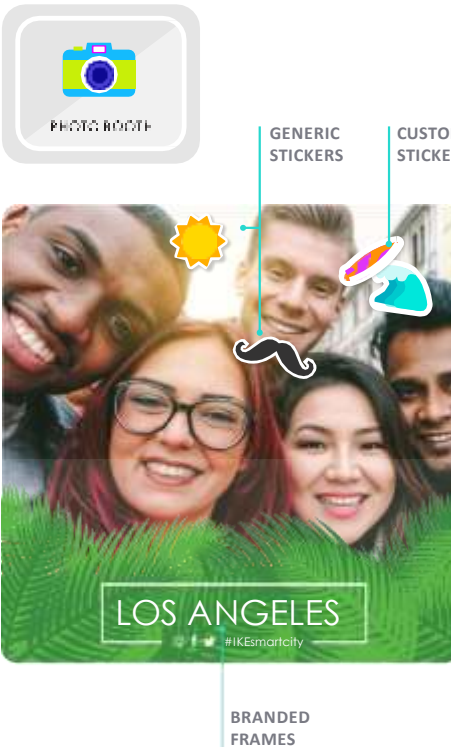
CUSTOMIZABLE QUESTIONS

IKE's Survey Says application is a simple and efficient way for the City to solicit feedback from the public. It allows residents to share their opinions with City leadership, and results in data are readily available for the City to review. Questions can be updated as often as the City desires.



CITY-BRANDED SELFIES

Los Angeles will be given the exclusive rights to the "frames" feature in the Photo Booth application. Through a combination of simple touch gestures, pedestrians can take a selfie using IKE's Photo Booth application and have their photo sent to their mobile devices. City-branded frames can be changed as frequently as desired.



LOCAL CUSTOMIZATION EXAMPLES (CONT.)

POSTER EXAMPLE: MIAMI LAUNCH PROMOTION

The IKE team partnered with the Wynwood Business Improvement District on the development of a special launch promotion that used the kiosk platform to support area businesses and organizations in the Wynwood Arts District. In collaboration with local merchants, we created custom Poster applications with integrated QR codes for display on IKE’s dashboard. When scanned by a kiosk user, the QR codes provided access to exclusive discounts during the promotional period.



APPLICATION TILE



POSTER

“

Wynwood is the first of many neighborhoods in Miami to install IKE Smart City kiosks, a City-wide initiative to help pedestrians better navigate around the city and support local businesses. There are over 400 businesses within the Wynwood Arts District alone, many of them small and locally owned, so the BID is hopeful this new partnership will be beneficial for both the businesses and visitors.

”

MANNY GONZALEZ

EXECUTIVE DIRECTOR, WYNWOOD BUSINESS IMPROVEMENT DISTRICT

LOCAL CUSTOMIZATION EXAMPLES (CONT.)

POSTER EXAMPLE: CORAL GABLES ART TOUR

Coral Gables is filled with unique public art for residents and visitors to enjoy. Each year, a new piece of art is unveiled and added to the streetscape through an Art Basel sanctioned event. The IKE team worked with the City of Coral Gables to develop and promote a public art walking tour using IKE's Poster application. Several versions of the Poster were created so that each kiosk could display a custom map and showcase the art pieces closest to that location.

MOBILE EXTENSION FEATURE ALLOWS USERS TO TAKE THE POSTERS WITH THEM



APPLICATION TILE



POSTER



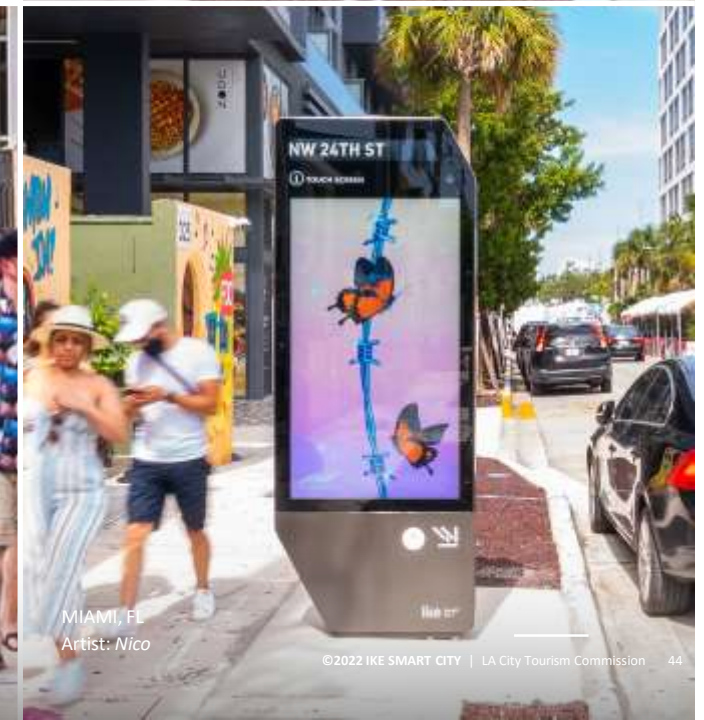
LOCAL CUSTOMIZATION EXAMPLES (CONT.)

CASE STUDY: WYNWOOD WALLS COMMISSION

IKE Smart City is committed to adding vibrancy to urban areas through public art. IKE's in-house curatorial team works with artists and local nonprofits to develop art and community content that enriches the lives of each community we serve. We maintain key relationships with both internationally recognized and local artists, as well as museums and art institutions across the country. These partnerships result in the expansion of art into highly visible public spaces where it can reach broader and more diverse audiences.

In 2021, IKE Smart City partnered with Wynwood Walls, a local institution and international destination featuring the world's greatest artists working in the graffiti and street art genre. Together, IKE Smart City and Wynwood Walls commissioned original artwork from local graffiti artists around the theme "Welcome to Wynwood" which was displayed at IKE's launch.

IKE has also partnered with Pérez Art Museum Miami (PAMM) to promote its exhibitions and feature art from its permanent collection. The work of Italian artist Marco Brambilla, known for intricate video collages, has been shown throughout the summer and fall in conjunction with his exhibition, Heaven's Gate, which opened on June 17, 2021. Other partnerships are in development including a collaboration with Miami-based Fringe Projects, an agency that commissions experimental public art.



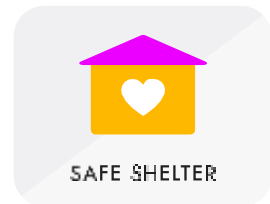
SERVING ALL COMMUNITIES

Several Directory applications in the suite were created to improve widespread access to critical resources and services across the economic divide. IKE's placement in the public right-of-way ensures those without technology can benefit from the content, and because the kiosks function as free Wi-Fi hotspots, they also further connectivity throughout the City.



SOCIAL SERVICES APPLICATION

Residents in need of help often feel isolated or ashamed. This application provides them with easy access to information on food banks, free health clinics, veteran services, charitable organizations, family services, financial aid, addiction and recovery resources, mental health assistance, and more.



SAFE SHELTER APPLICATION

This application assists the growing homeless population, runaways, battered women, and others looking for a safe place to stay. Listings of nearby shelters and temporary housing include descriptions, types (i.e., women only, families, men only etc.), locations, and wayfinding.



JOB BOARD APPLICATION

Finding a job can be difficult for those without connectivity. This application is automatically populated via real-time feeds from multiple local resources. Jobs are geolocated and can be filtered by category and type. Listings include descriptions and detailed information on how to apply.



CIVIC RESOURCES APPLICATION

Civic resources serve the public, and this application makes it easy for residents and visitors to find them. Listings include government buildings, municipal departments and services, 311 information, utility providers, police stations, fire stations, vaccination centers, evacuation assistance, and more.

A COMMITMENT TO ACCESSIBILITY

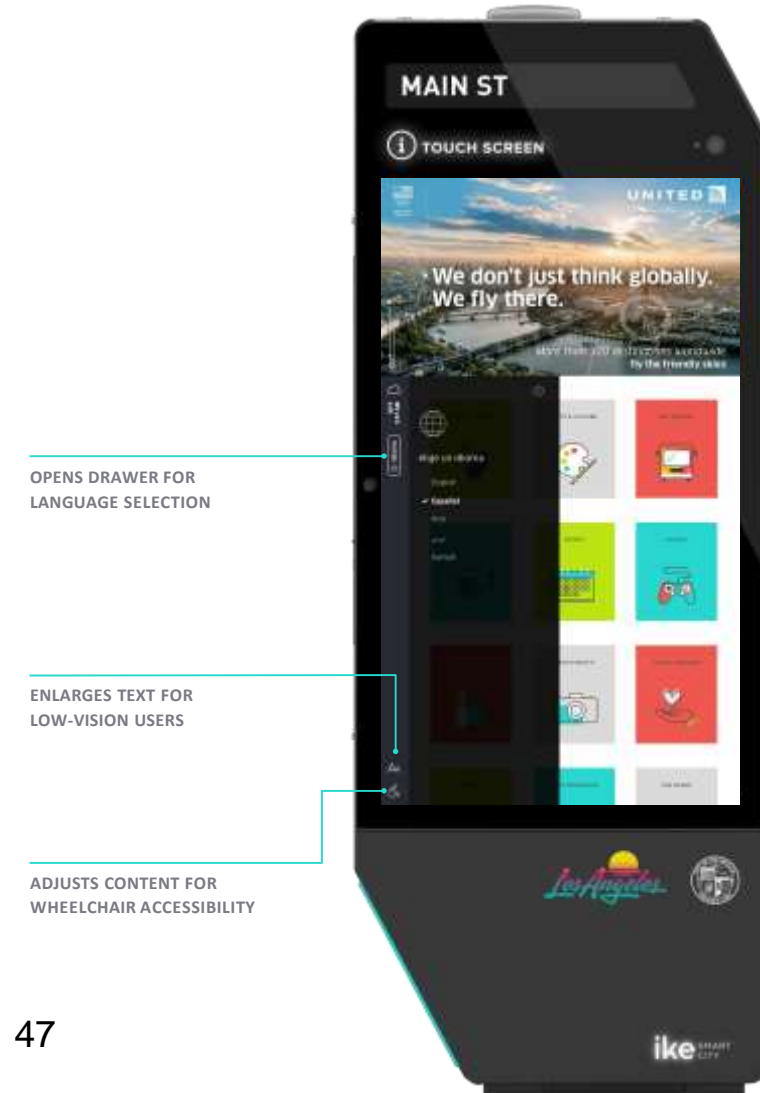
MULTILINGUAL INTERFACE

IKE is multilingual in up to 100 languages and provides the highest quality translations to accommodate those who speak languages other than English. Users can easily choose their language from a list along the left side of IKE's home screen.

- ◀ Our interface does not rely solely on free machine-translation tools like Google Translate, which have limitations when it comes to grammatical accuracy and cultural nuance
- ◀ We use human interpreters to translate key interface elements to ensure that they are correct and contextual, thus avoiding cultural misinterpretations
- ◀ Each kiosk can be programmed to reflect the predominant language spoken in the area surrounding its location

ADA

IKE is 100% ADA compliant and has been reviewed by an accessibility specialist to ensure IKE meets federally mandated requirements. We are continuously evolving the platform to incorporate additional accessibility features based on ADA recommendations.



PUBLIC SAFETY

OPTIONAL EMERGENCY CALL SYSTEM

IKE offers an optional Emergency Call System that connects to local emergency services at no extra cost to the City. The platform covers 100% of the cost of cellular and data coverage for each kiosk, including two-way communication for emergency calls. When the emergency call button is pressed, IKE automatically:

- < Dials 911 and notifies the responding dispatcher of the exact kiosk location
- < Enables two-way communication between the caller and the dispatcher
- < Activates the camera above the emergency call button and records video footage of the caller and events

OPTIONAL SECURITY CAMERAS

Two integrated security cameras with a remote DVR system can be added to IKE's configuration at no extra cost to the City. One camera is positioned above the touchscreen on each side of the kiosk and records video footage 24/7.

- < Access to the DVR system is strictly controlled by IKE Smart City's security protocols and unique log-in credentials
- < Designated Emergency personnel are required to complete and submit a request form to view the footage
- < Video footage is permanently deleted from the DVR system after 15 days



REAL-TIME WEATHER AND OTHER EMERGENCY MESSAGING

IKE is connected to the Integrated Public Alert & Warning System (IPAWS) All-Hazards feed and automatically checks for alerts every minute so that public safety warnings are displayed in real time without delays.

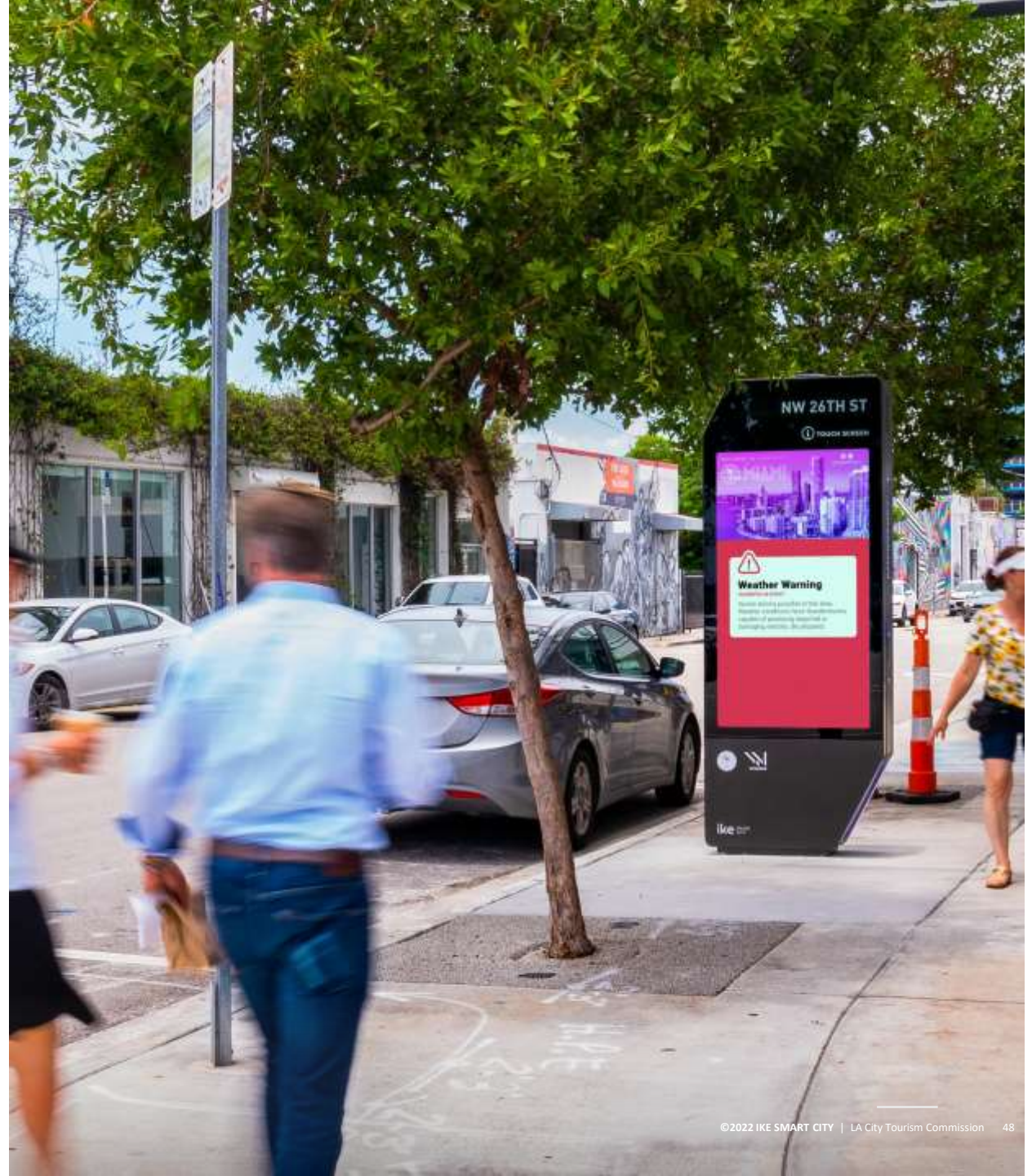
◀ Warnings to IPAWS are provided by:

- National Oceanic and Atmospheric Administration (NOAA)
- Emergency Alert System (EAS)
- Wireless Emergency Alerts (WEA)
- Over 1,100 other federal, state, local, tribal, and territorial authorities certified by FEMA to publish alerts via software packages, including data from the Los Angeles County Office of Emergency Management, the City of Los Angeles Department of Emergency Management and in coordination with the City of Los Angeles' Ready Your LA Neighborhood (RYLAN) program

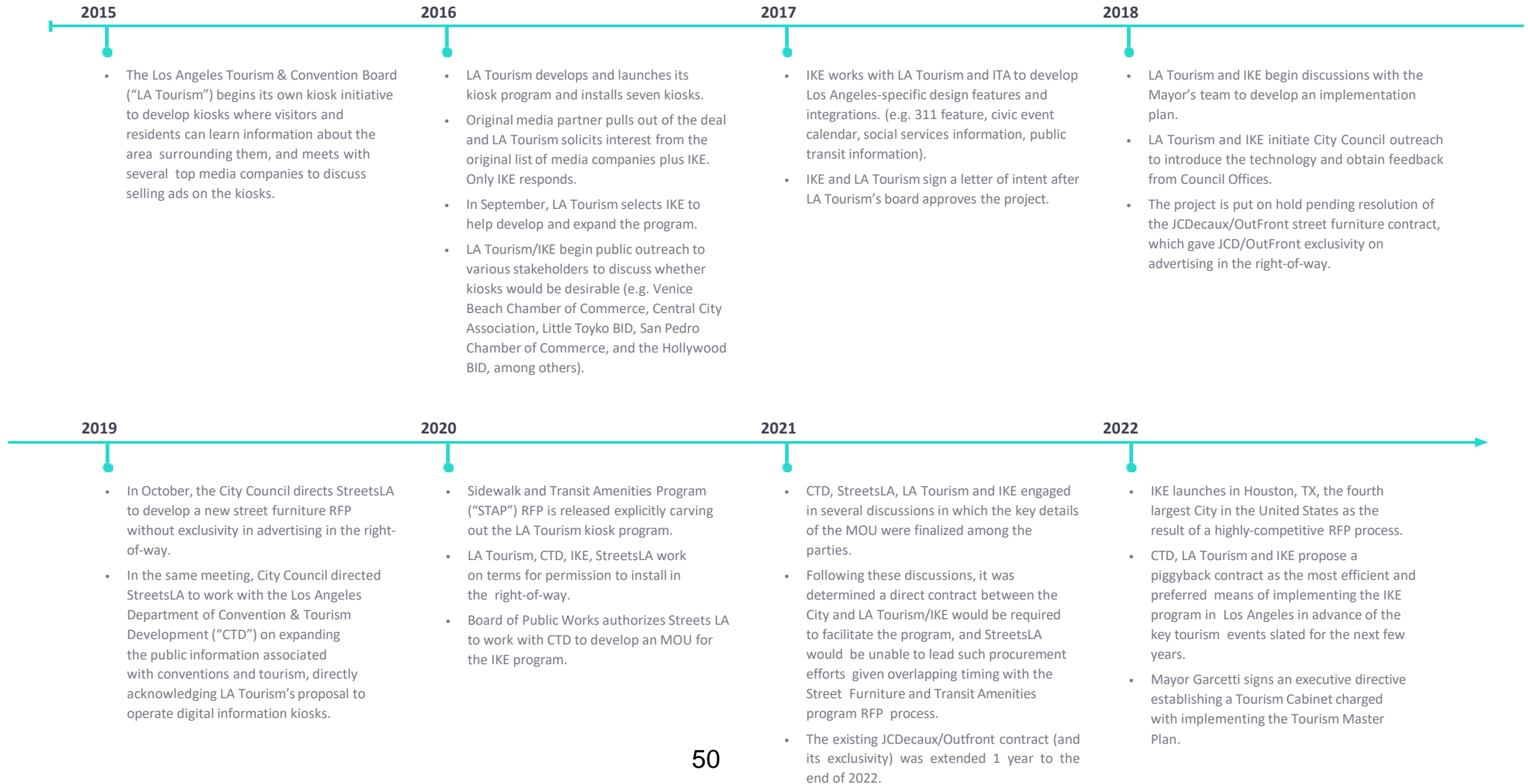
◀ Alert types include severe weather events and natural disasters, AMBER Alerts, active shooters, and more

◀ Each kiosk checks for new alerts geofenced to the kiosk location and displays these alerts in a highly visible fashion in Passive Mode

◀ In Engaged Mode, IKE displays a pulsating alert button on the toolbar to draw attention to any active alerts and provides a way to view details of all active alerts



LA TOURISM + IKE HISTORY



LOS ANGELES IKE NETWORK

LA Tourism and IKE hope to deploy between 300-500 IKE kiosks in the City of Los Angeles.

CTD and IKE would enter into a “piggyback” contract that matches the financial terms of IKE’s contract with the City of Houston. Under the proposed contract, IKE would share **45%** of net advertising revenues with the City, of which **3%** will be directed to CTD to support its role in ongoing content management.

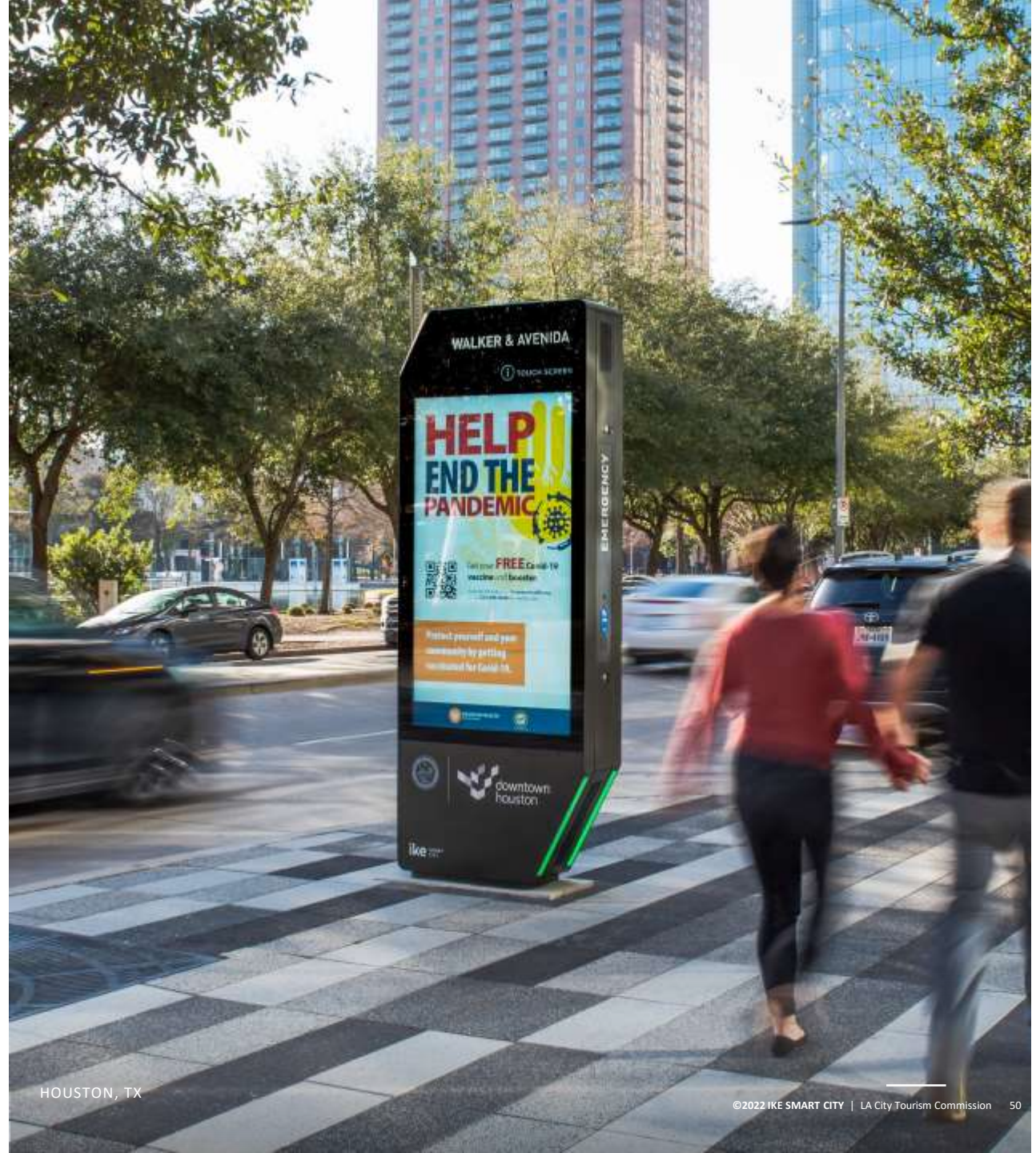
In addition, **3%** of gross revenues will be shared with LA Tourism to support content production and management.

IKE will pay all costs associated with fabrication, installation, operation and maintenance of the kiosk network.

No investment is required by the City or LA Tourism.

CTD, LA Tourism and IKE have worked with, and will continue to coordinate with, StreetsLA and the Board of Public Works to ensure that the IKE program is deployed cohesively with STAP and with their future street furniture vendor.

We anticipate this to include a distancing requirement from any STAP street furniture, in order to ensure that income from the IKE program results in a net increase to the City’s street furniture advertising revenue.



ADVANCING THE GOALS OF THE TOURISM MASTER PLAN

The IKE platform will directly advance several objectives of the Tourism Master Plan.

IKE's proximity-based directory applications and 1:1 communication medium for the City will enable the City to make great strides towards meeting the Master Plan Recommendation 6.3 "Modernize and Improve Wayfinding" which calls for digital, interactive wayfinding resources.

IKE's core functionality--which includes hospitality directories, local event listings, public opinion surveys, and multi-modal wayfinding--further supports several other Master Plan recommendations:

- 1.2. Engage and Monitor Resident Sentiment Towards Tourism
- 2.4 Increase Neighborhood Tourism and Development
- 3.2 Develop and Position Los Angeles as A Leading Center for Creative Tourism
- 3.4. Develop and Manage a Citywide Festival and Events Strategy
- 5.1. Reduce Usage of Cars by Visitors to the City
- 6.1 Research and Monitor Visitor Behavior
- 6.2. Communicate and Inform Visitors

Finally, IKE's no-cost, revenue-positive model for the City will provide critical funding for carrying out CTD's broader mission.

6.3 MODERNIZE AND IMPROVE WAYFINDING

With almost every visitor to LA carrying a smartphone in their pocket, the need for and nature of wayfinding in the City of Los Angeles is changing by the moment. No longer is it necessary to install a signpost telling visitors directions to the Walt Disney Concert Hall, because they have plenty of options on their mobile device: walking directions, public transit directions, driving directions or ride-share directions. Instead, cities and destinations are rethinking wayfinding in terms of what it can and should be used for.

In fact, some destinations are now using the term "wayknowing," which goes beyond the "how to get there" and includes real-time information about the journey and the place you are going, such as the waiting time for museum entry or alternative options if your destination is too busy. And for those destinations using the latest technology, wayfinding or wayknowing is now about digital signage, interactive displays and language tailoring that provide interactive and even customized experiences for visitors.

In many ways, wayfinding in the City of Los Angeles is still in the dark ages, pre-smartphones and pre-artificial intelligence, so updating LA's wayfinding is a major undertaking, but also a major opportunity to rethink how it will and can be used in the future.

Suggested Lead
City of Los Angeles Department of Convention and Tourism Development

Priority
Group Three

Additional Partners
City of Los Angeles Department of Transportation, City of Los Angeles Department of Public Works, City of Los Angeles Department of City Planning, City of Los Angeles Bureau of Street Services, Business Improvement Districts, County, City and community agencies/offices

Financial Considerations
Lead (Low), Total (Significant)

Case Studies & Best Practices
Pages 177 – 178

Suggested Actions for Implementation

- Advocate for and promote a universal, integrated, real-time, digital system of wayfinding to be implemented throughout the Greater Los Angeles metro area.



1. DESTINATION STEWARDSHIP

- Create and Implement a Sustainable Tourism Program for Los Angeles
- Engage and Monitor Resident Sentiment Towards Tourism
- Prepare a Crisis Management Plan

2. DESTINATION DEVELOPMENT

- Support the Expansion of the Los Angeles Convention Center
- Support a New Hollywood Visitor Center and Scenic Aerial Tramway or Gondola to the Hollywood Sign
- Support the Hollywood Walk of Fame Master Plan
- Increase Neighborhood Tourism Development

3. DESTINATION PROGRAMMING

- Develop and Position Los Angeles as a Leading Destination for Sports Tourism
- Develop and Position Los Angeles as a Leading Center for Creative Tourism
- Develop and Position Los Angeles as a Leading Culinary Destination
- Develop and Manage a Citywide Festival and Events Strategy
- Celebrate and Promote LA's Rich Cultural Diversity

4. VISITOR ACCOMMODATIONS

- Increase Short-Term Rental Collaboration
- Identify and Advocate for New Hotel Development Opportunities
- Monitor and Improve Visitor Satisfaction with Current Hotel Accommodations

5. VISITOR MOBILITY

- Reduce Usage of Cars by Visitors to the City
- Support the Redevelopment of Los Angeles International Airport

6. VISITOR INFORMATION & COMMUNICATIONS

- Research and Monitor Visitor Behavior
- Communicate and Inform Visitors
- Modernize and Improve Wayfinding

7. DESTINATION MANAGEMENT

- Establish Los Angeles Tourism Cabinet and Chief Tourism Officer
- Improve Regional Cooperation

CIVIC REVENUE SHARE

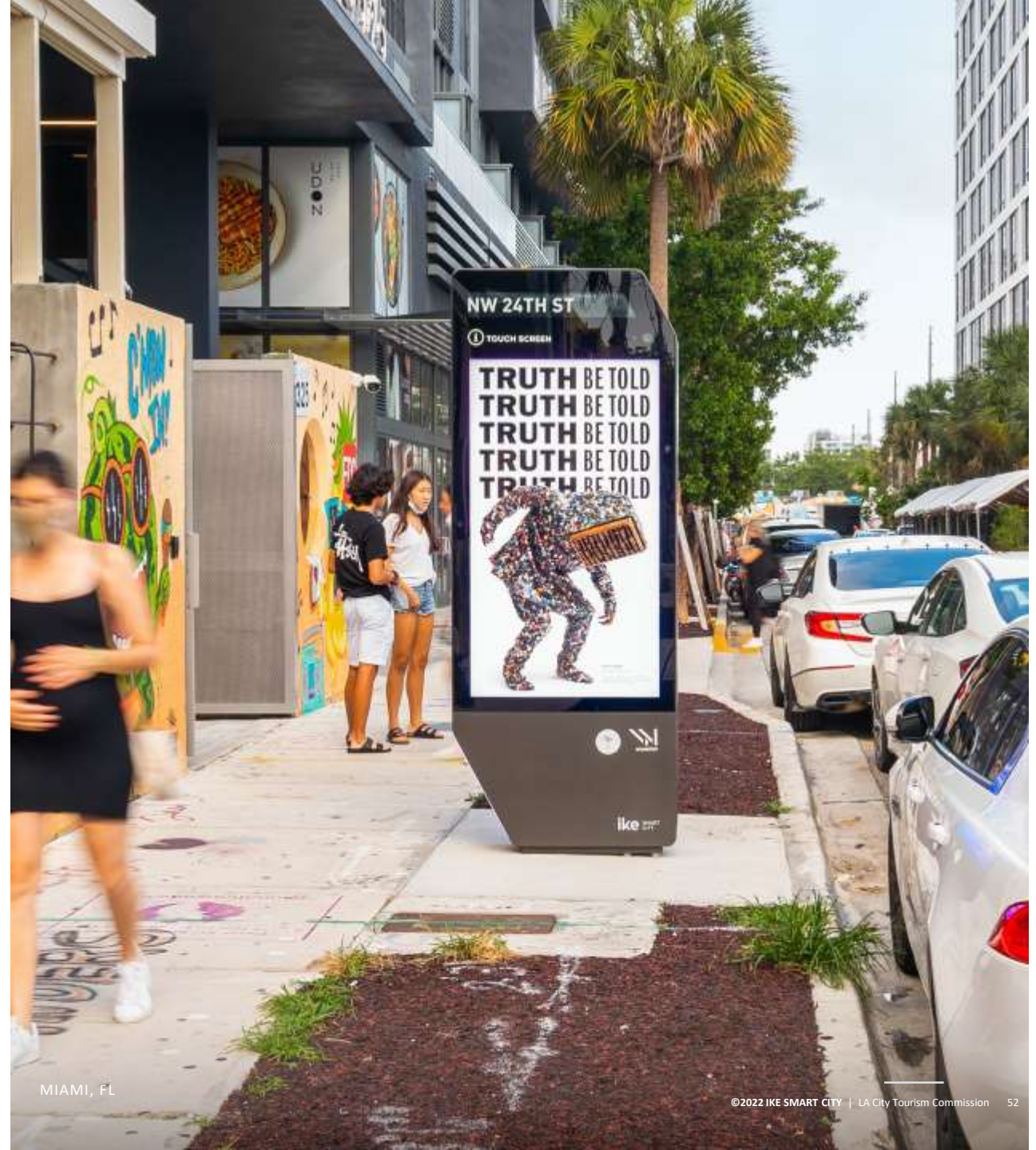
IKE will share with the City and LA Tourism gross revenues generated from the sale of advertising on the kiosk network.

On a combined basis, the City and LA Tourism are projected to receive:

- ◀ **\$440 million** in total over the life of the term
- ◀ **\$20 million** on average each year

Over the life of the term, the City alone is projected to receive:

- ◀ **\$410 million** in total
- ◀ **\$18 million** on average each year



PIGGYBACK PROPOSAL & PROPOSED PROCESS

1. PROGRAM RESEARCH & DEVELOPMENT

Following years of collaboration and a review of the marketplace by LA Tourism, LA Tourism and IKE have agreed to a program agreement governing the terms of the kiosk program. Under this agreement, IKE and LA Tourism engaged with CTD to adopt a "piggyback" contract based on IKE's RFP-awarded contract in Houston.

2. REVIEW AND SUPPORT BY THE TOURISM COMMISSION

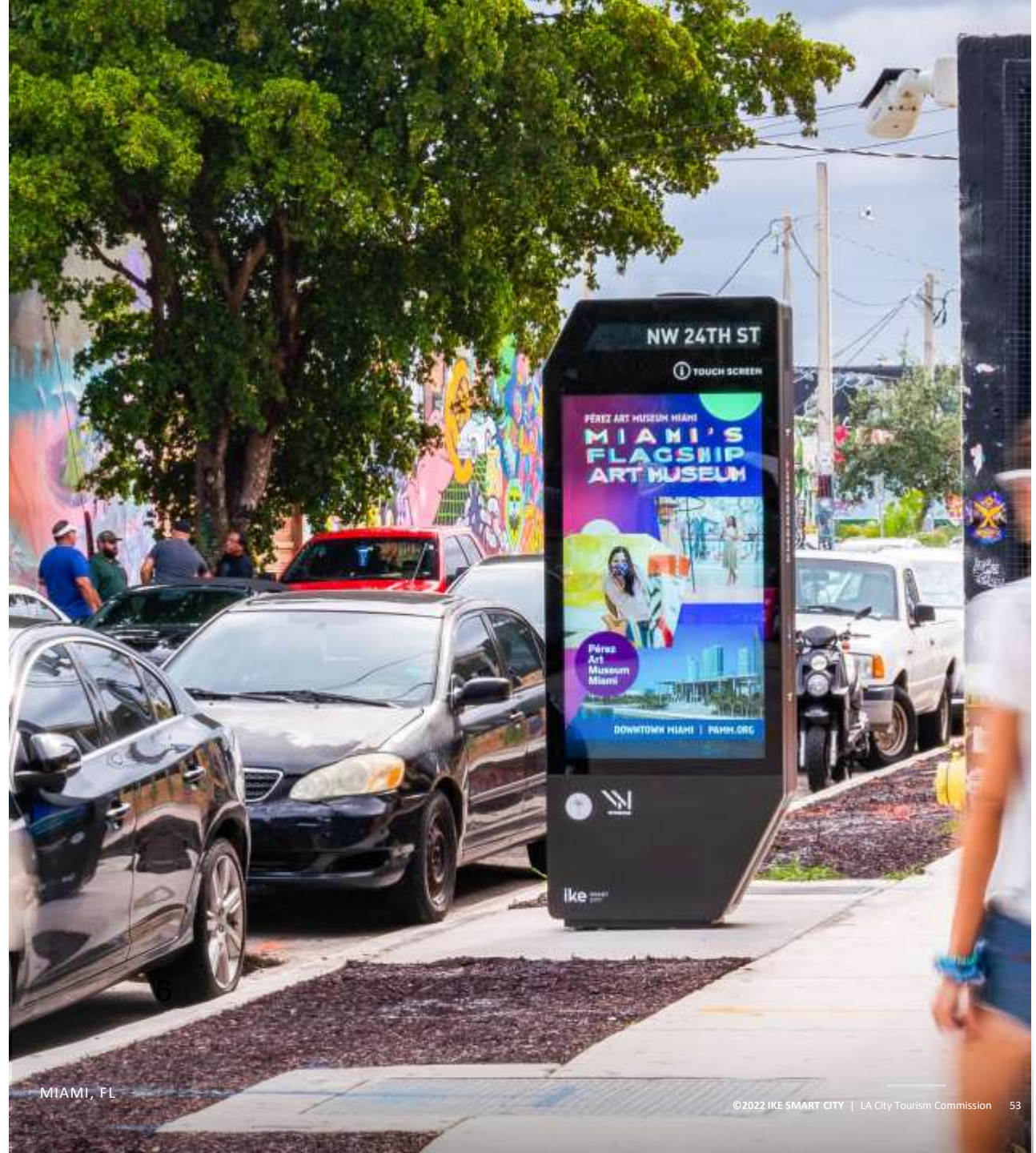
CTD, LA Tourism and IKE now seek the Board of Commissioners' review to support CTD's advancement to the IKE program.

3. REVIEW AND APPROVAL BY CITY COUNCIL

Following review by the Board of Commissioners, CTD, LA Tourism and IKE would finalize the piggyback contract and submit it to City Council (and relevant subcommittees) for review and approval.

4. SITING & PERMITTING

Finally, following City Council review and approval, the Board of Public Works and StreetsLA would issue permits authorizing the installation and operation of IKEs in the right-of-way.





THANK YOU

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Item 6a

Los Angeles Tourism & Convention Board FY 2022-23 Budget – Board Report #22-001





OVERVIEW OF THE LOS ANGELES TOURISM & CONVENTION BOARD 2022-23 TOT BUDGET

**Board of City Tourism Commissioners Meeting
March 23, 2022**

LA TOURISM BACKGROUND

LA Tourism (Los Angeles Tourism & Convention Board)

- First contracted with the City in 1976
- CTD's governance gives oversight of LA Tourism contract to CTD
- Current contract term through June 30, 2030

Services Provided

- To book and assist in licensing the Los Angeles Convention Center
- To book meetings and conventions in hotels
- To promote Los Angeles in domestic and international markets

Constituents

- Los Angeles Convention Center, City of Los Angeles
- Hoteliers
- Hospitality and tourism industry partners
- Customers (meeting planners, travel industry, visitors)
- Consumer and travel trade media

LA TOURISM FUNCTIONAL OVERVIEW

SALES & SERVICES

CITYWIDE SALES

CLIENT SERVICES

HOTEL SALES

DESTINATION
SERVICES

MARKETING

BRAND & DIGITAL
MARKETING

COMMUNICATIONS
(P.R.)

INTERNATIONAL
TOURISM

TOURISM INSIGHTS
(RESEARCH)

OPERATIONS/ MEMBERSHIP

FINANCE

INFORMATION
TECHNOLOGY

HUMAN
RESOURCES

MEMBERSHIP & Dine
LA

VISITOR SERVICES

EXTERNAL AFFAIRS

CITY TOURISM
DEPARTMENT

TOURISM
MARKETING DISTRICT

LOS ANGELES WORLD
AIRPORTS

GOVERNMENT &
INDUSTRY
STAKEHOLDERS

Pandemic Impacts

	<u>2019</u>	<u>2020</u>	<u>2021</u>
Travel & Tourism Jobs	544,700	347,300	466,900*
Total Visitors	50.7MM	26.9MM	39.9MM**
Direct Spending	\$24.7B	\$9.9B	\$16.0B**
Total Economic Impact	\$37.8B	\$15.2B	\$24.4B**

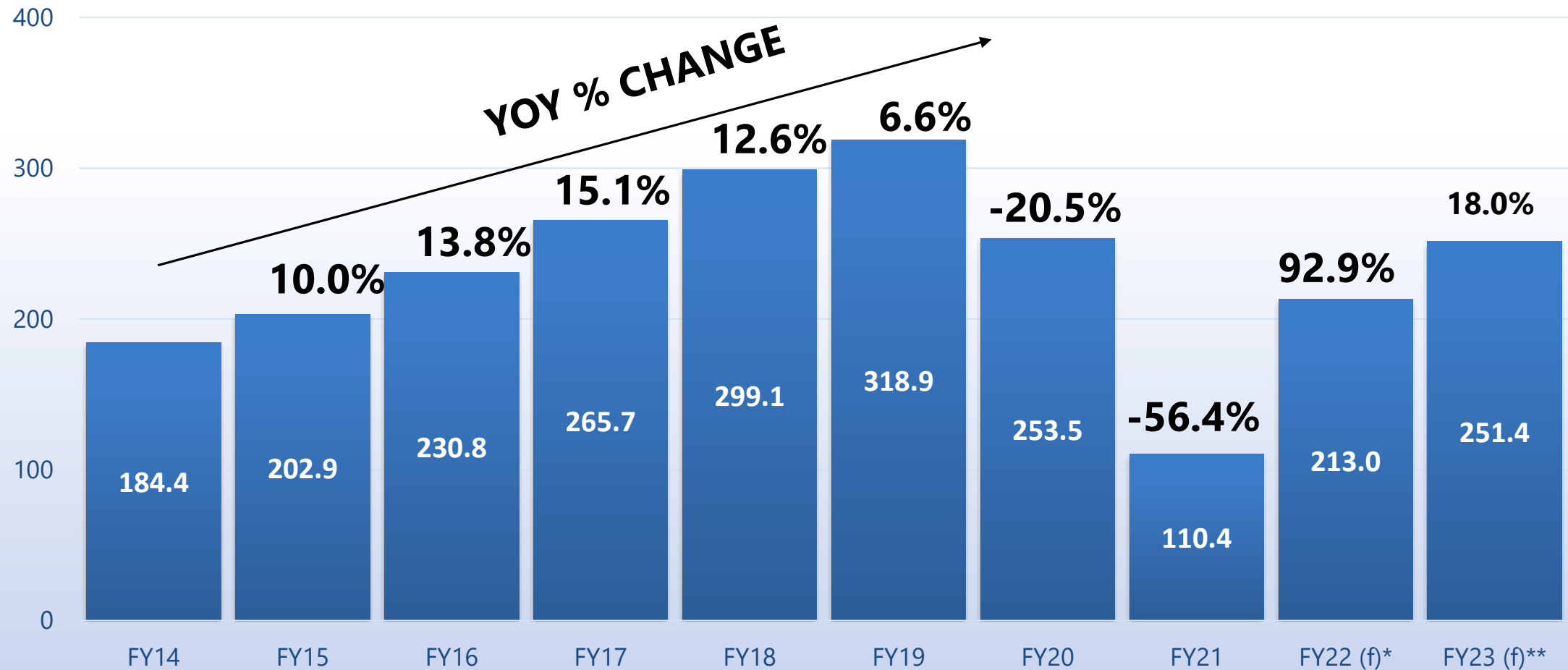
*Jobs 2021 projection based on Employment Development Department (State of CA) data

60

**Calendar Year projections based on Tourism Economics data

Los Angeles Transient Occupancy Tax (TOT)

Contributions to General Fund per Fiscal Year (in \$M)



* Forecast based on Tourism Economics January 2022 Forecast

** Forecast using City Revenue Outlook from FY22 Proposed Budget (April 2021)

TOT Funds for LA Tourism Contract

14% hotel occupancy tax collected by hotel and motel operators and remitted to the City

- 1% - LA Tourism
- 13% - City General Fund
 - 1% - Department of Cultural Affairs
 - 3.5% - Allocated to Los Angeles Convention Center Debt Service

Net TOT Allocation to LA Tourism*		
Actual 2020-21	Revised Estimate 2021-22**	Proposed Budget 2022-23***
\$8,139,000	\$16,056,000	\$18,931,000

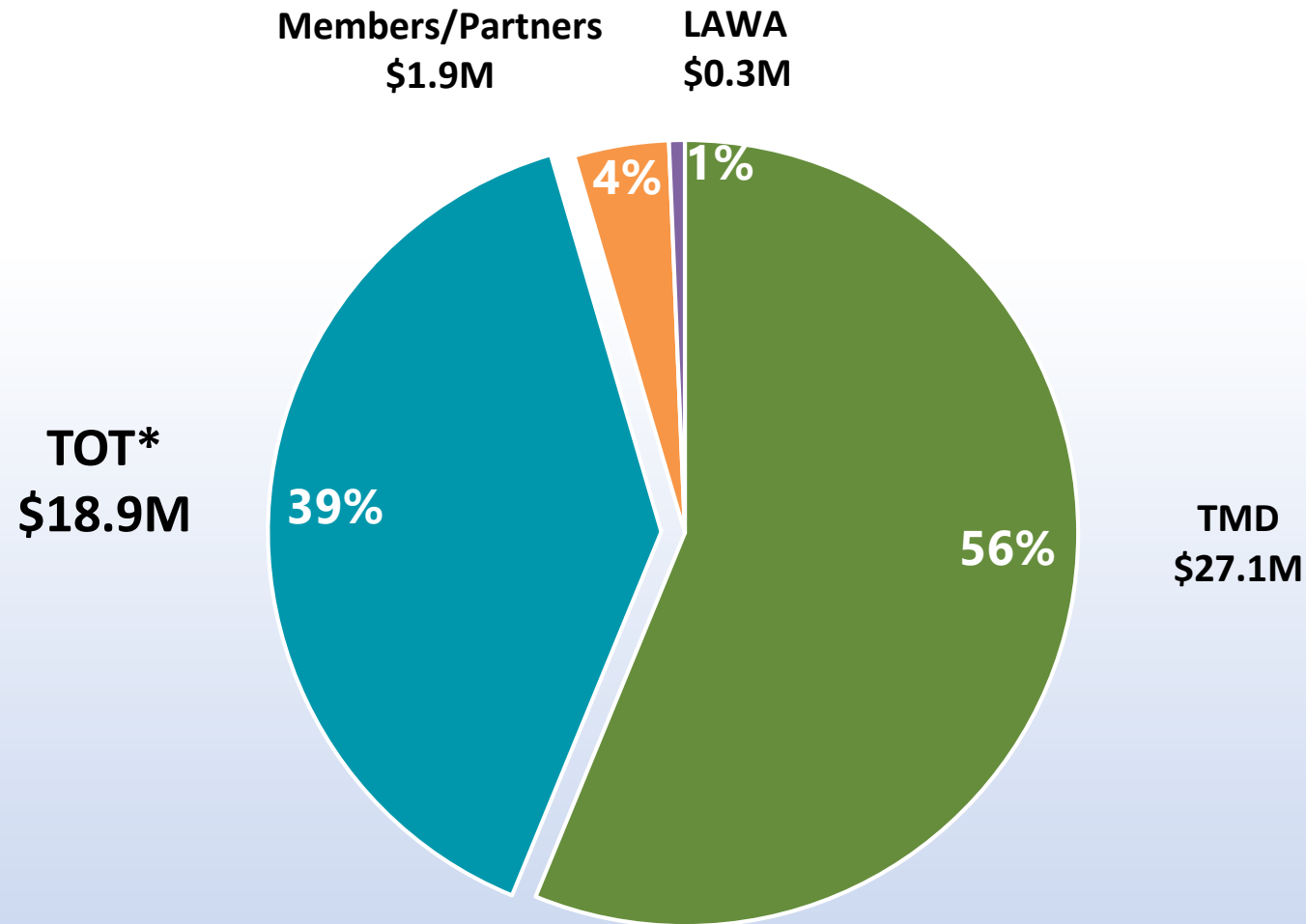
*Net of City administrative services allocation, including CTD's cost of administering the LA Tourism contract.

**Based on Tourism Economics January 2022 forecast

***Based on City Revenue Outlook from FY22 Proposed Budget (April 2021)

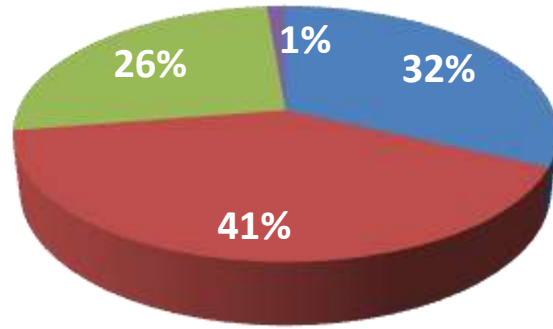
LA TOURISM RESOURCES 2022–23

(Preliminary)



**Gross TOT collections less City administrative services*

OVERVIEW OF LA TOURISM TOT PROPOSED BUDGET



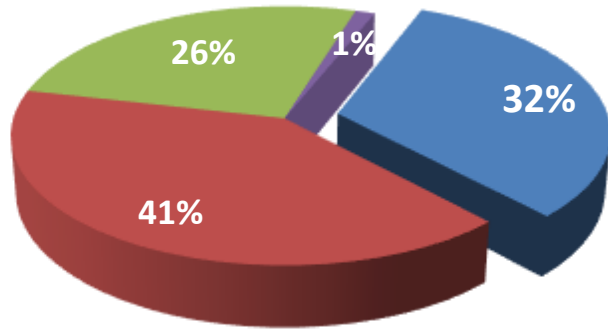
- Convention & Meeting Sales & Services
- Marketing, Public Relations & Media
- Operations (Finance, Legal, Technology & HR)
- Allocation to TOT Reserve Fund

TOT Allocation				
Program	Actual 2020-21	Estimated 2021-22	Proposed 2022-23	YOY % Change
Convention & Meetings Sales & Services	\$2,330,000	\$4,378,000	\$6,058,000	38.4%
Domestic & International Marketing, Global Public Relations & Media	\$2,445,000	\$7,045,000	\$7,660,000	8.7%
Operations (Finance, Legal, Technology & HR)	\$3,364,000	\$4,633,000	\$4,963,000	7.1%
Allocation to TOT Reserve Fund, for funding future programming			\$250,000	
TOTAL	\$8,139,000	\$16,056,000	\$18,931,000	17.9%

CONVENTION & MEETINGS SALES & SERVICES

2021-22 DELIVERABLES

- Increased booking of small meetings by an **average of 10-15%**
- Continued to focus on **retention of existing citywide groups** along with booking and replacing open dates due to cancellations or shifts to future years
- **Secured group business for new and modernized venues**, leveraging signature sports and entertainment events
- **Aggressively resumed sales team travel** targeting tradeshows, client and customer events, stressing **LA is open for conventions**, to be held safely and responsibly
- Continued to illustrate the importance of the **development and renovation of the LACC**



\$6,058,000

CONVENTION & MEETINGS SALES & SERVICES

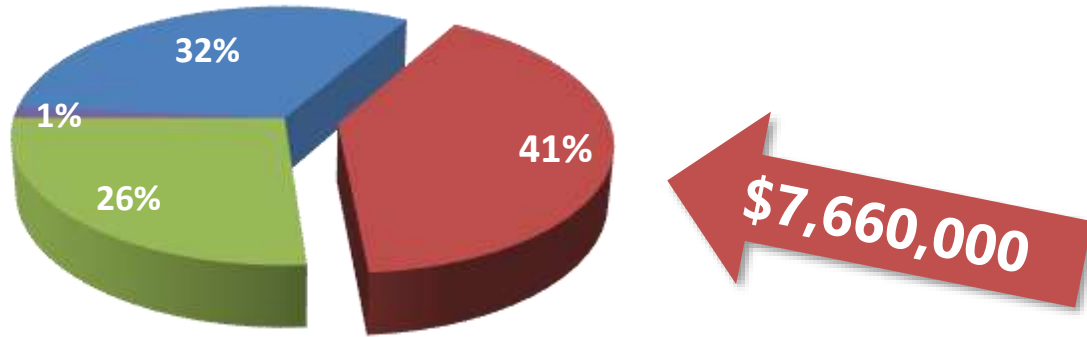
2022-23 FOCUS

- Transition from "**Customer Engagement**" to "**Business Development**"
- **Manage demand and lead volume**, strategically deploying sales resources
- Execute "in-person" **Meet LA Exchange** and **Customer Advisory Board**
- Continue to **leverage and partner with Visit CA and their PME objectives**
- **Re-assess production targets** based on number and size of events, booking pace, deployment, available inventory and progress of the LACC renovation
- **Evolve Sales Marketing messaging** to align with B2C campaign as much as possible

DOMESTIC & INTERNATIONAL MARKETING, GLOBAL PUBLIC RELATIONS & MEDIA

2021-22 DELIVERABLES

- Achieved **39.9 million visitors** by the close of 2021
 - **37.5 million domestic visitors**
 - **2.4 million international visitors**
- Created a **new, global campaign “Your Comeback Starts Here”**
- Launched **first national advertising campaign** in organization’s history, reaching **24 million “Ad-aware” traveling households**
- **5.4 million unique visitors** to website, social and e-mail database
- **70%** of all earned media coverage was **feature stories**



DOMESTIC & INTERNATIONAL MARKETING, GLOBAL PUBLIC RELATIONS & MEDIA

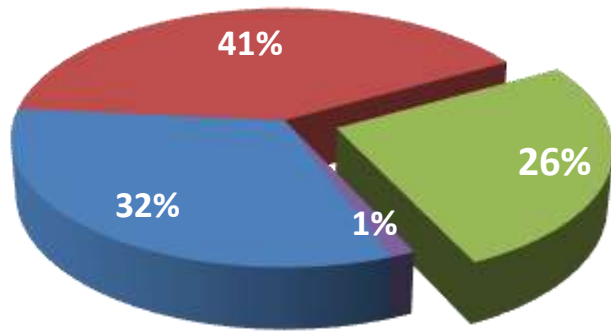
2022-23 FOCUS

- **Optimize Ad Markets** based on available funding
- **Develop next evolution** of “Your Comeback Starts Here” campaign
- **Renew BrandUSA LOA** at a minimum of \$1 million to activate five international markets
- **Execute trade missions** leveraging paid, owned, and earned assets in international markets
- Develop and test a **pilot program leveraging arts and culture** to drive visitation

OPERATIONS (Finance, Legal, Technology & HR)

2021-22 DELIVERABLES

- Continued to release program funding in 60-day tranches to maximize **ongoing operating liquidity** and minimize impact of unanticipated revenue shortfalls
- Re-evaluated staffing levels to balance financial position while ensuring appropriate resources to maintain **competitive market position**
- Implemented internal Operations Committee to focus on **continuous process improvement** and maximize use of technology
- Visitor Information Centers remained closed; continued to disseminate information through optimal channels



\$4,963,000

OPERATIONS (Finance, Legal,
Technology & HR)

2022-23 FOCUS

- Balance budgetary needs and cash management to **ensure sufficient liquidity** for programming, while achieving FYE breakeven position
- **Leverage process automation** to drive efficiencies and productivity, including centralized accounting, HRMS functionality and enhanced cybersecurity measures
- Implement practical solutions to **address labor shortage and market competitiveness for talent**
- **Measure and focus efforts on Diversity, Equity and Inclusion (DEI)** to ensure that branding, hiring, succession planning, procurement and Board composition better reflect our local community

RECOMMENDATION

The Board approve the Los Angeles Tourism & Convention Board 2022-23 TOT budget for inclusion in the Mayor's 2022-23 Proposed Budget.

CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE

Date: March 23, 2022

To: Board of City Tourism Commissioners

From: Doane Liu, Executive Director 
City Tourism Department

Subject: **LOS ANGELES TOURISM & CONVENTION BOARD 2022-23 BUDGET
– BOARD REPORT #22-001**

SUMMARY

The primary goal of the City's engagement with the Los Angeles Tourism & Convention Board (LATCB) is to grow the local economy by promoting the City as a site for citywide conventions, business meetings and major tradeshow, and as a destination for leisure travel. As part of the annual budget process, and to satisfy the City's Charter-mandated budget deadlines, the Board of City Tourism Commissioners (Board) will consider for approval LATCB's 2022-23 budget for inclusion in the Mayor's Proposed Budget.

Destination Marketing Organizations (DMOs) such as LATCB are not unique to Los Angeles, and are engaged by cities for specific convention and travel promotional purposes. Most cities fund their DMOs through a hotel occupancy tax. Under its contract with the City, LATCB receives a portion of the City's Transient Occupancy Tax (TOT), which is a tax levied on hotel or motel rooms, collected by the operator and remitted to the City monthly. The tax rate is 14 percent, of which 13 percentage points are remitted to the General Fund and the other one percentage point is remitted to the Los Angeles Convention and Visitors Bureau Trust Fund. The recommendation in this report requests the Board's approval for LATCB's proposed expenditure of TOT for Fiscal Year 2022-23.

DISCUSSION

The Los Angeles City Tourism Department (CTD) and LATCB executed an agreement for a ten-year term, from July 1, 2020 through June 30, 2030. As part of the agreement, LATCB's proposed expenditure for TOT is reviewed and approved annually in consideration of the City's greater budget process.

LATCB is financed through several sources of funds. TOT is the second largest source of funds, making up approximately 39 percent of LATCB's budget. Other sources include LATCB's agreement with the Los Angeles World Airports (LAWA); revenues

received from annual dues paid by LATCB members and sponsorship partners; and assessments collected as part of the Tourism and Marketing District (TMD).

The following is a breakdown of LATCB's revenue budget for Fiscal Year 2022-23:

DESCRIPTION	AMOUNT
LAWA Contract	\$313,000
Members/Partners/Sponsors	\$1,877,000
TOT	\$18,931,000
Tourism Marketing District (1.5% Assessment)	\$27,096,000
TOTAL	\$48,217,000

Due to the ongoing novel coronavirus (COVID-19) pandemic, TOT remittances have been unpredictable as lodging activity has been significantly impacted by travel restrictions, surges in case rates and changing safety protocols. As shown in the table below, the negative impacts from the pandemic were drastically felt during Fiscal Year 2020-21. The City anticipates that TOT remitted to LATCB will increase as the travel sector continues its recovery:

1 Percentage Point Transient Occupancy Tax to LATCB (TOT collections less City administrative costs)	Actual 2020-21	Estimated 2021-22	Proposed 2022-23
	\$8,138,731	\$16,056,000	\$18,931,000

LATCB's TOT budget can be broken down into four main categories: sales, marketing, operations and the TOT Reserve Fund.

The sales division is charged with booking citywide conventions and events at the Los Angeles Convention Center (LACC), booking and coordinating sales for self-contained hotel events, and providing client services.

The marketing division targets domestic and international markets for the purposes of generating tourism and leisure travel to the City. Marketing develops public relations and media, creates and places advertisements, performs research and analysis on tourism and travel, and coordinates journalist site visits.

The operations division oversees the finance, technology, legal and human resources divisions for LATCB.

The TOT Reserve Fund is a tool that was added under the current contract, which allows LATCB to set aside funding for use during future years to support programming and responses to major disasters or catastrophic events.

The following is a breakdown of the TOT budget for the four major categories:

	Estimated 2021-22	Proposed 2022-23	YOY % Change
Sales	\$4,378,000	\$6,058,000	38.4%
Marketing	\$7,045,000	\$7,660,000	8.7%
Operations	\$4,633,000	\$4,963,000	7.1%
TOT Reserve	-	\$250,000	-
TOTAL	\$16,056,000	\$18,931,000	17.9%

The 38.4% increase to the sales budget will be crucial in supporting efforts to advance business opportunities as the meetings industry resumes activities. This will include additional development of messaging and the continued leveraging of key partnerships.

The marketing budget increase of 8.7% compared to prior year will be used to further evolve the “Your Comeback Starts Here” campaign and to strategically optimize ad markets based on available funding.

The operations budget has a year-over-year increase of 7.1% and will focus on realizing efficiencies from process automation; competing to recruit and retain talent; and focusing on diversity, equity and inclusion (DEI) efforts. Similar to the current fiscal year, the deployment of funding for this category will maximize ongoing operating liquidity.

Upon approval, the Mayor will include LATCB’s budget as part of the 2022-23 Proposed Budget. Per the City’s Charter, the Mayor’s Proposed Budget must be submitted to the City Council no later than April 20, 2022.

RECOMMENDATION

That the Board of City Tourism Commissioners approve the Los Angeles Tourism & Convention Board 2022-23 TOT budget for inclusion in the Mayor’s 2022-23 Proposed Budget.

Item 6b

Findings to Continue Teleconference Meetings Pursuant to AB361

